DECEMBER 15, 1958 THIRTY-FIVE CENTS

28th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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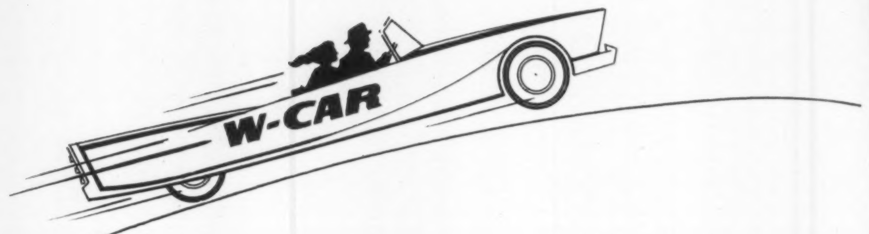
May this holiday season
bring joy, cheer and
happiness to everyone
. . . everywhere

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



50,000 watts
1130 kc.

Facts Of Broadcasting — DETROIT

In the Home
of the Automobile . . .

Where advertising people
. . . . know their Market, and
. . . . know their Media
. . . . along with their Motor Cars . . . .

A top national agency's own 1958 private survey disclosed

W-CAR carrying more Automobile Advertising –regional, national and dealers– than any other Detroit Area station

★ ★ ★

Your
'59
Budget
will
GO
Farther
on
W-CAR

Lowest Cost
Per Thousand
in Detroit Area

Detroit Sells Cars–and Buys W-CAR!

W-CAR–**Detroit** . . . . **50,000** Watts on 1130

RUSS VAN DYKE's news ratings are high as 50.8 ARB.

PAUL RHOADES reports the news, sells the viewer.

MARY JANE CHINN leads the Iowa fashion parade.

AL COUPPEE, high-rated, highly regarded sportscaster.

WIN DOUGLASS reports the sports, sells the goods.

BILL RILEY, veteran air salesman, leading TV personality.

RON SHOOP covers the sports beat; good salesman.

DON SOLIDAY knows the news; does a great job as m.c.

GORDON GAMMACK, newspaper columnist, newscaster.

WALT RENO, man in motion, salesman extraordinary.

BILL JOHNSON, news reporter, able air salesman.

TED HAZARD sells so hard because he's so believable.

Man Alive!

THIS IS TELEVISION IN DES MOINES

Iowa's lively center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television . . . "this minute" television . . . spontaneous . . . vital . . . television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV's "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products . . . generates buying excitement that shows up on the cash register. Buy the station survey-proven most people watch most . . . the station far more people depend on for accurate news . . . the station with the most believable personalities, according to Central Surveys, Inc.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

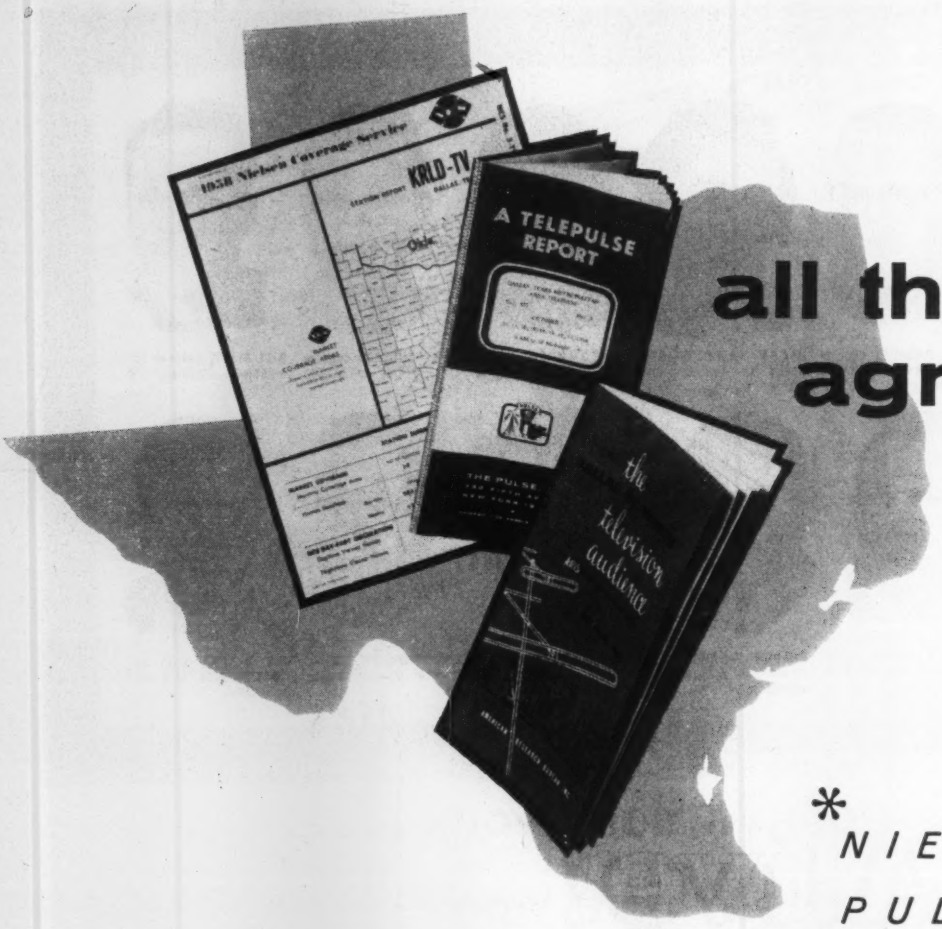
THE DES MOINES TELEVISION MARKET:
KRNT-TV effectively covers 41 of the richest counties in Iowa with 324,000 homes, 88.4% of them with one or more TV sets. Retail sales $1,229,064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

You've Got A Live One When You Buy

KRNT-TV

CBS CH. 8

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.


1958 Nielsen Coverage Service
KRLD-TV
A TELEPULSE REPORT
THE PULSE
the television audience
ARB

all three* agree in Texas

*NIELSEN
PULSE
ARB

KRLD-TV IS FIRST

FIRST IN AUDIENCE: ARB's latest Dallas - Fort Worth report shows KRLD-TV dominating in audience share from sign-on to sign-off, with 27.2% more viewers than the second station, 48.1% more than the third, and 134% more than the fourth.

FIRST IN POPULARITY: 15 of the 18 top once-a-week shows in the latest Dallas Telepulse are on KRLD-TV, and seven of the top ten multi-weekly shows.

FIRST IN ITS AREA OF COVERAGE: Nielsen Coverage Service No. 3 shows KRLD-TV with its low channel, maximum power, and tremendous tower has an area of coverage larger than any other station in the southern United States.

KRLD-TV

The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit.

TOTAL TRADING • It looks like complete changeover in Providence, R. I., television station ownership, if present purchase plans go through. In addition to Zeckendorf-Mullins purchase of Outlet Co. and its WJAR-AM-TV (see page 64), negotiations reportedly near completion for Capital Cities Television Corp. to acquire WPRO-AM-FM-TV from Cherry & Webb Broadcasting for estimated $6 million. Capital Cities owns WROW and WTEN (TV) Albany, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C. William S. Cherry of Cherry & Webb is principal owner of WDBO-AM-TV Orlando, Fla. WPRO-TV (ch. 12) and WJAR-TV (ch. 10) are only tv stations on air in Providence. WPRO is on 630 kc with 5 kw, WJAR on 920 kc with 5 kw.

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Look for build-up of attack against current FCC policy requiring stations that editorialize to "affirmatively" seek out expressions of opposing views. This requirement, leading broadcasters say, makes consistent editorializing almost impossible. At meeting of NAB editorializing committee in Washington this week, there'll be serious talk about how to get FCC to adopt more realistic policy.

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OPTION TIME • FCC had another go-round Monday (Dec. 8) on option time, instructed staff to draft proposed findings saying option time necessary for efficient networking. First draft, which caused furore [Government, Dec. 1], had networking essential to tv, but option time not required. Staff was told to return with final document before end of year, probably last day. There is also move to have proposed findings issued publicly to permit rebuttal by networks, Justice Dept., and other interested parties.

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Because FCC majority (five of seven commissioners) maintains option time is "reasonably necessary" in proper conduct of networking, it can't be assumed present option hours are sacrosanct. There might very well be some changes proposed. Understood Commission told staff to reduce option hours from present three hours in each of four segments of broadcast day to not more than two and a half hours in each segment. Will half-hour reduction in option time meet Justice Dept. complaint that option time may be per se *antitrust violation? That's good question. It's pointed out, FCC has responsibility for determining public interest, and can still approve principle of option hours even if Justice lawyers don't like it.*

•

EMPIRE BUILDING • How big is big in film tv? Independent Television Corp., film house that Jack Wrather built, reportedly has following in the works for next fall: syndication of some seven new film series, another two off network first run series (all of which represent minimum of $8.5 million investment); and as many as 8-10 pilots for network sale or syndication, representing $3 million-plus investment. It's known ITC aims to become colossus in tv, with film essential to plan.

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Members of President Eisenhower's recently appointed Special Advisory Committee on Telecommunications last Wednesday called on House Commerce Committee Chairman Oren Harris to get his views on overall spectrum problem. It's understood Mr. Harris advised group that sentiment on his committee favors creation of joint congressional committee on spectrum utilization and allocations, with consideration likely early in next session.

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HILL ACTION • Although upcoming report of Legislative Oversight Subcommittee will recommend several changes in Communications Act, it will not go so far as to recommend drastic changes in FCC physical structure. However, "ripper" legislation may be forthcoming elsewhere. Senate Commerce Committee had measure drafted, but never introduced, last winter [Government, March 17] slated to receive serious consideration during 86th Congress. "We've just got to have some kind of bill on these commissions [FCC as well as others]," Senator Magnuson, Commerce Committee chairman who ordered bill drafted, has said privately.

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In addition, at least one other Democratic senator re-elected in November reportedly is considering bill abolishing FCC, and member of Oversight Subcommittee stated he leans heavily toward idea of communications administrator and three-man court of appeals. Congressman said, however, he has no plans at this time to introduce legislation along this line. Legislation planned would eliminate loopholes on ex parte *contacts with commissioners.*

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YES AND MAYBE • Tallying results to date, CBS Radio officials estimate that 130 of their 200 affiliates, representing 70% of network rate card, have signified they'll go along with new Program Consolidation Plan [Lead Story, Nov. 3], set to start Jan. 5. Minimum target: 85%. They say they've received only two cancellations thus far: WJR Detroit and WSAN Allentown, Pa. (see page 71). In addition they report 30 requests for new affiliations, including bids by two 50 kw outlets, have come in since PCP was announced.

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But critics of PCP take less rosy view. It's reported some affiliates (12 to 15, in some estimates) who don't like it plan "passive resistance"—that is, sit still and neither sign new PCP contract nor cancel current affiliation. This, they figure, will toss ball to CBS, giving it option of taking cancellation action itself or doing nothing and continuing station payments to them. Since current contracts are cancellable on six months' notice by either party, even cancellation presumably would require network to continue payments for that length of time—if stations held network to letter of contract—despite fact that PCP substitutes programs for money as basic means of compensation.

•

Meanwhile, back at CBS Radio, there's good news for staff people who've been wondering what PCP will mean to their jobs. Latest word, from authoritative sources, is that about 10 staffers will be affected—and most of them will be absorbed in television and other CBS divisions over period of few months after PCP starts Jan. 5. People being let go are virtually all in production and talent area, it's understood, and as free-lancers also have in's elsewhere. It's now practically certain, they say, that overall CBS Radio Div. will wind up with more employes than before, result of local program additions at CBS-owned radio stations.

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SHORT HOLIDAYS • Because of workload, FCC won't recess this year over Christmas-New Year's weeks. Next regular Wednesday meeting will be held Tuesday, Dec. 23, with holiday to extend to Monday, Dec. 29. Pre-New Year's meeting will be held Tuesday, Dec. 30, but FCC will work last day of year and return on Friday, Jan. 2.

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Increasing demands by stations for telephone beeper feeds from outlets in area where major disaster story erupts is causing consternation. Local newsrooms want to cooperate but naturally are under pressure to handle their own news assignments. Most recent example was Chicago school fire past fortnight when most all stations there were besieged for beeper reports from scores of other midwestern stations. (CBS' WBBM and WGN alone supplied feeds to 25-40 stations.) Many requests were pegged on network affiliation grounds. One solution: possible tape operation for feeding reports, felt not to be too prohibitive costwise.

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SPORTING CHANCE • Colgate-Palmolive Co., New York, is reported ready for renewal of its two five-minute, across-the-board sports programs with Bill Stern on Mutual during early-morning hours for Instant Shave, with C-P officials crediting Mutual sportscasts primarily for 20% increase in sales in 1958 for Instant Shave. Renewed campaign through John W. Shaw Adv., Chicago, to begin Jan. 4, 1959.

Outstanding

ON THE DETROIT SCENE

AMBASSADOR BRIDGE

Familiar landmark to Detroiters, the Ambassador Bridge, world's longest international suspension bridge, links Detroit and Canada. Almost 3,000,000 cars traversed its 1,850-ft. span in 1957.

CHUCK BERGESON

Genial Host of WJBK-TV's

"Ladies' Day"

On the air continuously for over 8 years and the only show of its kind in Detroit, Chuck Bergeson's "Ladies' Day" (Monday thru Friday, 1:00-1:30 P.M. is a consistent daytime favorite in the 1,900,000 TV homes served by WJBK-TV. Celebrities ask to appear on "Ladies' Day," and women's clubs book months in advance to join the fun in person. More than 200,000 women have participated in the studio audiences during the program's 2,080 consecutive telecasts since 1950.

One in a series of local personalities and features, complementing the fine CBS program lineup, that make WJBK-TV a vital force in Detroit.

WJBK-TV

CHANNEL 2 DETROIT

100,000 watts, 1,057-ft. tower • Basic CBS
Full color facilities

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal

THE WEEK IN BRIEF

Radio Serves a City—Pittsburgh's United Fund feared worst in 1958 fund drive in view of bad slump this summer, but 13 Allegheny County radio stations join forces in defiance of bitter intra-media rivalry and helped push campaign over top. Page **27.**

New Year's Resolution—Geyer and Morey, Humm & Warwick together plan billing excess of $30 million in 1959, $9 million in broadcast media, as merger is announced. Page **29.**

More on Midget Motorcars—Volkswagen's agency is cramped by size of car (account), gives it up, as Renault's agency steps on broadcast accelerator. Page **30.**

McCann-Erickson Beckons Weaver—Former NBC Chairman Pat Weaver is near agreement with agency to act as television consultant. At the agency, he'd work with Clyne, McAvity and Haight. Page **31.**

Fido's Freudian Frustrations—Rival Dog Foods is responsible for psychiatry going to the dogs. That is, advertiser offers humorous commercial on the plight of modern-day canines who become inhibited by lack of exercise and turn to the couch for a probe of the sub-conscious. Page **31.**

HERO

VILLAIN

They're Wild About Wilkins — Coffee firm, which has fractured funny-bones of Washington tv audience with 7¼-second commercials featuring a pair of "muppets" named Wilkins & Wontkins, now puts the two characters to work as premiums—and off-the-air salesmen—by viewer demand. Page **32.**

Faulty Use of Ratings—K&E's Sherak sounds alarm bell, gives advice and points up pitfalls; Adam Young criticizes buying by "emotion" rather than by statistics. Page **42.**

If You Can't Lick 'Em, Etc.—20th Century-Fox reverses itself after seven months, stakes $15 million production bankroll on "most extensive tv production program" yet undertaken by major film company. Page **46.**

ITC Rounds Out Sales Units—DuBois and Frieberg receive new executive posts; regional sales division created, and Blumberg, Russell promoted at film firm. Page **46.**

CBS Films Split in Two—Production, headed by Harris, and business under Digges, are set up as separate units to spread workload under "broad expansion plans." Shakespeare succeeds Digges as manager of WCBS-TV New York. Page **50.**

Tough Treatment Promised—Legislative Oversight report considered by committee. Definitely approved: stiff penalties for ex parte contacts, no more honorariums, criticism of FCC on patent-antitrust matters and other points, code of ethics, change in selection of chairman (although just how is undecided). Page **52.**

FCC Sets Aside Seattle Ch. 7 Grant—Commission revokes ch. 7 grant to KIRO because Comr. T.A.M. Craven didn't hear oral argument—same reason appeals court remanded Indianapolis ch. 13 grant. Oral arguments set for Seattle case Jan. 30 and for Indianapolis case Jan. 23. Page **54.**

Philadelphia-Cleveland Swap—U.S. Supreme Court hears arguments on Justice Dept.'s right to bring antitrust suit against RCA-NBC over 1955 exchange of stations. Solicitor General warns FCC not responsible for determining Sherman Act violations, whereas RCA-NBC contends FCC's approval bars government from suing on same matters. Page **58.**

AFTRA'S 'Final' Offer—American Federation of Television & Radio Artists makes what it considers its "final package" proposal for a new contract with networks. Page **60.**

ASCAP Rates Head for Court—All-industry radio committee votes unanimously to ask court to fix reasonable fees as a result of break in negotiations for new contracts. Page **63.**

Providence Puzzle—It deepens as Broadway producer Roger Stevens vanishes from combine buying Outlet Co. and William Zeckendorf's Webb & Knapp and broadcaster John C. Mullins are remaining principals. Confirmed: Zeckendorf-Mullins to expand broadcast investments. Page **64.**

CBS-TV Goes to 'Minimum Buys'—Must-buy policy to be dropped March 1, replaced by new requirement that advertiser buy equivalent of 80% of network rate card at night, 75% in daytime, or be subject to bumping if another advertiser wants the time and does meet those minimum standards. Page **71.**

CBS Radio Loses Two—KTUL Tulsa, Okla., severs 25-year tie, claiming no network is doing proper programming job. WSAN Allentown, Pa., goes to NBC in move attributed to unhappiness with CBS Radio's Program Consolidation Plan. Page **71.**

It's a Good Radio Year—Audiences rising in many spots but there are plenty of operating problems, NAB Am Committee members indicate. Delay in filing of replies on revision of FCC license forms is urged; NAB ban on liquor advertising endorsed. Page **74.**

Fair Trial Asked in Florida—Broadcasters want State Supreme Court to see demonstration of modern electronic reporting in courtrooms. Court upholds contempt convictions of two Miami tv cameramen who shot film in courthouse corridor. Page **75.**

Cagey Quarry—You can't stalk the "Good Music" audience with a slide rule, Joe Gans found out. Nevertheless, the New York agency head, who deals only in broadcast media, has been making impressive catches with his "response advertising" campaigns. Mr. Gans sounds the call for a better-organized hunt in MONDAY MEMO. Page **93.**

MR. GANS

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Another TREMENDOUS VOTE of CONFIDENCE FOR Radio WOW OMAHA!

3,000 families voted at the Nebraska State Fair — It was a clean sweep for Radio WOW!

☒ **Most Popular Newscaster**

Ray Clark and Merrill Workhoven. These two WOW stars polled 59% of total vote . . . ran 1 - 2!

☒ **Most Popular Disc Jockey**

Joe Martin of Breakfast Bandstand, of course! WOW disc jockeys got 40.6% of the total vote.

☒ **Favorite Farm Service Broadcasters**

WOW men by a country mile!

☒ **For Radio** — 32% of adults said Radio helps most in day-to-day farm operation — away ahead of television, newspapers, farm magazines and newspapers.

☒ **For WOW** — If only one of all leading stations listed could stay on-the-air, 36% would choose WOW! This proves believability . . . and listener loyalty!

A summary of the complete vote is now available for Agencies and Clients. Write Bill Wiseman, Sales Manager, Regional Radio WOW, Omaha, Nebr.

REGIONAL RADIO WOW *Omaha*

CBS
AFFILIATE

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

A MEREDITH STATION

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA
Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

FCC SWITCHES STAND ON CLEARS

FCC has taken radically new approach to aged clear channel issue by instructing staff to prepare proposed reclassifications of all 24 1-A clears to 1-B status, retaining maximum power at 50,000 w.

At special meeting Thursday, FCC turned thumbs down on so-called "super-power" (increase of limit from 50 kw to 750 kw) and reversed its previous proposal whereby 12 of present 1-A clears would be duplicated with remaining 12 (independently-owned) to retain fully clear status, but with higher power held in abeyance.

Specifically, staff was told to be ready in about month with plan whereby all 1-A's would be duplicated by stations plotted at specific locations to assure continued skywave service. Suppressing action came after FCC lawyers agreed there was merit to contentions of Clear Channel Broadcasting Service, networks and other who would have been reduced to 1-B under 50-50 split, that they were discriminated against and decision probably would be reversed by courts.

Previous proposed ruling was issued last April [LEAD STORY, April 21].

In its rulemaking last spring, FCC proposed following:

- Five Class 1-A channels would have second 50 kw station assigned at specified western areas.
- All 12 of Class 1-A channels would be opened for full-time Class II stations.

Five clear channel frequencies were listed for 50 kw duplication as follows:

660 kc (WRCA New York), in Montana.

770 kc (WABC New York), at western state to be determined. This involves 17-year-old KOB Albuquerque, N.M., case.

880 kc (WCBS New York), in Wyoming.

1100 kc (KYW Cleveland), in Arizona.

1180 kc (WHAM Rochester, N.Y.), in Idaho.

Clear channel case began in 1945 when FCC put out potice it was considering whether to duplicate all or some of 24 Class 1-A channels and also whether any should be permitted to boost power to 750 kw. Hearings were held in 1946 and 1947. Tied in with clear channel case are two other radio problems: daytime skywave and daytime broadcasters.

Wilson Says FCC Lacks Power To Accept New Ch. 10 Applicants

L. B. Wilson Inc., applicant in Miami ch. 10 case, in filing with FCC Friday sharply criticized petition filed week before by Elzey Roberts, former stockholder in KXOK and KWK-AM-TV St. Louis, asking that new parties be permitted to file for ch. 10 if license held by National Airlines is revoked. [AT DEADLINE, Dec. 8].

Wilson Inc. called Roberts proposal "violation of rules" and "attempt to subvert the orderly administrative processes of the FCC." FCC is without power to act on Roberts request, Wilson said, because present applications are being considered by U.S. Court of Appeals for District of Columbia. Proceeding being held by FCC, Wilson said, is only on four "limited" issues, while basic issues are still before court. Wilson called Roberts proposal "radical," and said that to extent case is under judgment by court, any "interference" would be "unwarranted diversion" of court.

Roberts proposal, Wilson said, is contrary to FCC's rules providing cutoff dates for applications. Wilson added that principal thing before court is whether court will announce principles of law to be used by FCC to set aside grant to National Airlines subsidiary. Wilson Inc. said it also "should be mentioned" that Roberts is "guilty of laches" (undue delay).

Publicity Men Being Recruited By SPG to Organize Labor Union

Screen Publicists Guild of AFL-CIO has announced it will make concerted effort to recruit publicity personnel in radio-tv networks, stations and advertising agencies.

SPG, with some 30,000 members in New York alone, wants to "organize unorganized," pointing out that "it's high time the creative people in advertising and publicity had the benefits of a strong labor union."

Crafts involved include agency copywriters, artists, publicity writers, contact men and promotion specialists. SPG says that should its program win wide acceptance, it will be able to lend "stability" to a "shaky" business.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

NOT A BOLD APPEAL • Wildroot Co. (VAM hair formula and cream oil), Buffalo, N.Y., is breaking out with 13-week spot tv campaign that will cover as many as 102 markets in U.S. Starting date is week of Jan. 4 with time breaks and minutes included in Wildroot's buying pattern. BBDO, N.Y., is Wildroot's agency.

SILVER DUST LINING FOR TV • Lever Bros., N. Y., on behalf of its Silver Dust product is coming in throughout country (70 markets) with flights of varying length and frequency. Tv campaign is substantial with as many as 12 spots per week placed in certain markets, starting on different dates. Sullivan, Stauffer, Colwell & Bayles, N. Y., is handling campaign.

AND FOR RINSO, TOO • Lever, meantime, is buying spot tv for 52-week basis on behalf of Rinso, through J. Walter Thompson, N. Y. Number of markets not revealed.

ONE WEEK OF FLOWERS • Florists Telegraph Delivery Assn., Detroit, urging major market radio listeners to "send flowers by wire" this Yuletide. Saturation campaign starts today (Dec. 15), runs through Friday. Agency: Keyes, Madden & Jones, Chicago.

RADIO FOR TONIC • S.S.S. Co. (Health tonic), Atlanta, reported to be lining up stations in major markets throughout country for spot radio campaign, starting Jan. 5 and lasting 35 weeks (49 weeks on stations appealing to Negro listeners). Agency: Marschalk & Pratt Div. of McCann-Erickson, Atlanta.

REALLY NATIONAL NOW • General Foods (Tang breakfast drink), White Plains, N. Y., kicks off Jan. 1 with 13-week spot tv campaign throughout western region to round off its national advertising for prod-

ABRITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Dec. 5-11 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Dec. 5	*Person to Person* (10:30 p.m.)	CBS-TV	24.7
Sat., Dec. 6	*Perry Como* (8 p.m.)	NBC-TV	29.8
Sun., Dec. 7	*Loretta Young* (10 p.m.)	NBC-TV	31.1
Mon., Dec. 8	*Desilu Playhouse* (10 p.m.)	CBS-TV	31.8
Tues., Dec. 9	*Rifleman* (9 p.m.)	ABC-TV	25.6
Wed., Dec. 10	*Jerry Lewis* (9 p.m.)	NBC-TV	32.8
Thurs., Dec. 11	*Zorro* (8 p.m.)	ABC-TV	25.4

at deadline

Tv Absolved of Harmful Effects On Children by British Study

Television viewing causes no harmful effects on children and provides "a certain gain in knowledge," according to two-year study by Nuffield Foundation in England, and published by Oxford U. Press. Study was based on 4,500 interviews with children 10-14 plus teachers and parents. Medium was found to have about same effect on children as books, radio, magazines and motion pictures.

Study dismissed commonly heard charges against tv, finding: It doesn't make children do badly at school; doesn't make them captive viewers; doesn't cause listlessness, loss of sleep, bad dreams, lack of concentration or eye strain; doesn't make children either more passive or more aggressive; doesn't make them read less. "There is little truth in stereotyped image of the mesmerized, voracious child viewer," report found. Gain in knowledge from watching tv is very slight, being most marked in younger, duller children, it added.

Walker and Associates Buy WOSH for $144,500 From Johns

Application for sale of WOSH Oshkosh, Wis., by William F. Johns family to corporation headed by William E. Walker for $80,000 plus assumption of $64,500 in obligations was filed at FCC Friday. Proposed new owners are William E. Walker, 21.05%; William R. Walker, 21.05%; Charles R. Dickoff, 21.05%; Benedict F. Hovel, 15.79%; John D. Harvey, 10.53%, and Harold Holman, 10:53%.

Johns group owns WOSH, WMIN-AM-FM St. Paul, Minn.; KRIB Mason City, Iowa, 49% of KIHO Sioux Falls, S. D., and minority in WSPT Stevens Point, Wis. Proposed purchase of remaining 51% of KIHO by William F. Johns Jr. has been designated for hearing by FCC (see story below).

William E. Walker and associates own WBEV Beaver Dam and WSHE Sheboygan, both Wisconsin; KCLN Clinton, Iowa, and their purchase of WSJM St. Joseph, Mich., was recently approved by FCC.

WOSH is 1490 kc with 250 w.

KISD, KIHO Protest Decision

Protestant and object of his protest joined hands Friday in asking FCC to review ruling of Chief Hearing Examiner James D. Cunningham in refusing to permit protest to be withdrawn. KISD Sioux Falls, S.D., had protested FCC grant last summer of sale of 51% of KIHO Sioux Falls by James A. Saunders to William F. Johns Jr. for $9,000, giving Mr. Johns full ownership of station.

Protest set for hearing, but in September both parties settled out-of-court suits. Among provisions of settlement was that Mr. Johns pay KISD $10,000 and that KISD withdraw protest. Last month, Mr. Cunningham denied KISD's request to withdraw [AT DEADLINE, Nov. 24; GOVERNMENT, Dec. 1]. All parties submitted petitions Friday asking FCC to reverse examiner's decision.

WIP's Pyle Heeds Male Plea; Forms Club for Salesmen

Jack Pyle, WIP Philadelphia daytime personality, in past has slanted his programming toward housewives, but announced Friday (Dec. 12) henceforth 15-minute daily segment would be devoted to "Salesmen's Corner." It all began when traveling salesman wrote Mr. Pyle complaining he ignored male segment of audience and suggested that club of salesmen-listeners be formed.

Mr. Pyle mentioned idea on air and WIP switchboard immediately was swamped, station reported. Result: Over 500 bona fide traveling salesmen attended Tuesday organizational meeting of "Traveling Salesmen of America" Club, featuring Philadelphia Phillie pitcher Robin Roberts. Salesmen immediately dubbed themselves "Pyle Drivers—A Club Without a Cause." Mr. Pyle, who received hundreds of letters from all over U.S., and salesmen plan to put their club on permanent basis.

Wolfson Joins Ratings Critics

New demand for abolishing rating weeks comes from Mitchell Wolfson, president of WTVJ (TV) Miami, who so urges in speech being prepared for delivery tomorrow (Dec. 16) at Radio & Television Executives Society's timebuying and selling seminar in New York. He charges that rating week promotions distort ratings, making them unsuitable for the job intended. Gene Accas, associate media director, Grey Adv., will appear with Mr. Wolfson on topic of "Hypoed Ratings" at Lexington Hotel luncheon.

JOHNSTONE WAITS

Future berth of Edmund J. Johnstone, who resigned last week from Dowd, Redfield & Johnstone [AT DEADLINE, Dec. 8] said to depend on merger plans now close to fruition at Edward H. Weiss & Co., Chicago. Mr. Johnstone reportedly will join new combine as top man in New York. Should this come about, don't expect Revlon billing yanked out of DR&J to follow, because Weiss handles Helene Curtis cosmetics account. Apparently Revlon's got the word; it's set to distribute products (billing $1 million) among its present agency lineup.

PEOPLE

GERALD T. ARTHUR, vice president-media director, Fuller & Smith & Ross (N.Y. office) given additional duties of developing corporate radio-tv campaigns for all F&S&R clients, reporting to **ART DURAM,** senior vice president of tv-radio. Other F&S&R appointments: **WARREN ERHARDT** to manager of New York media department; **HENRY J. MAZZEO JR.,** Norman, Craig & Kummell copywriter, to F&S&R broadcast copywriter.

THOMAS H. CALHOUN, manager of program and production department, N.W. Ayer & Son, Phila., elected vice president and manager of tv-radio program and production.

CARVEL NELSON, manager of Compton Adv.'s Portland, Ore., office, elected vice president.

BUSINESS BRIEFLY CONTINUED

uct. Up to now, spots have been running "national" except for western markets. Young & Rubicam, N.Y., is agency.

FLORIDA IN NEW ENGLAND • Seald-Sweet Sales Inc. (Florigold orange-grapefruit juice), Vero Beach, Fla., buying daytime spots on eight radio stations in Pittsburgh and New England. Campaign starts first week of January, runs through May. Agency: Joseph Jacobs, N.Y.

HAM ON TV • Armour & Co. (hams), Chicago, began spot tv campaign last week in 15 scattered markets to continue through holiday season. Agency: N. W. Ayer & Son, Philadelphia.

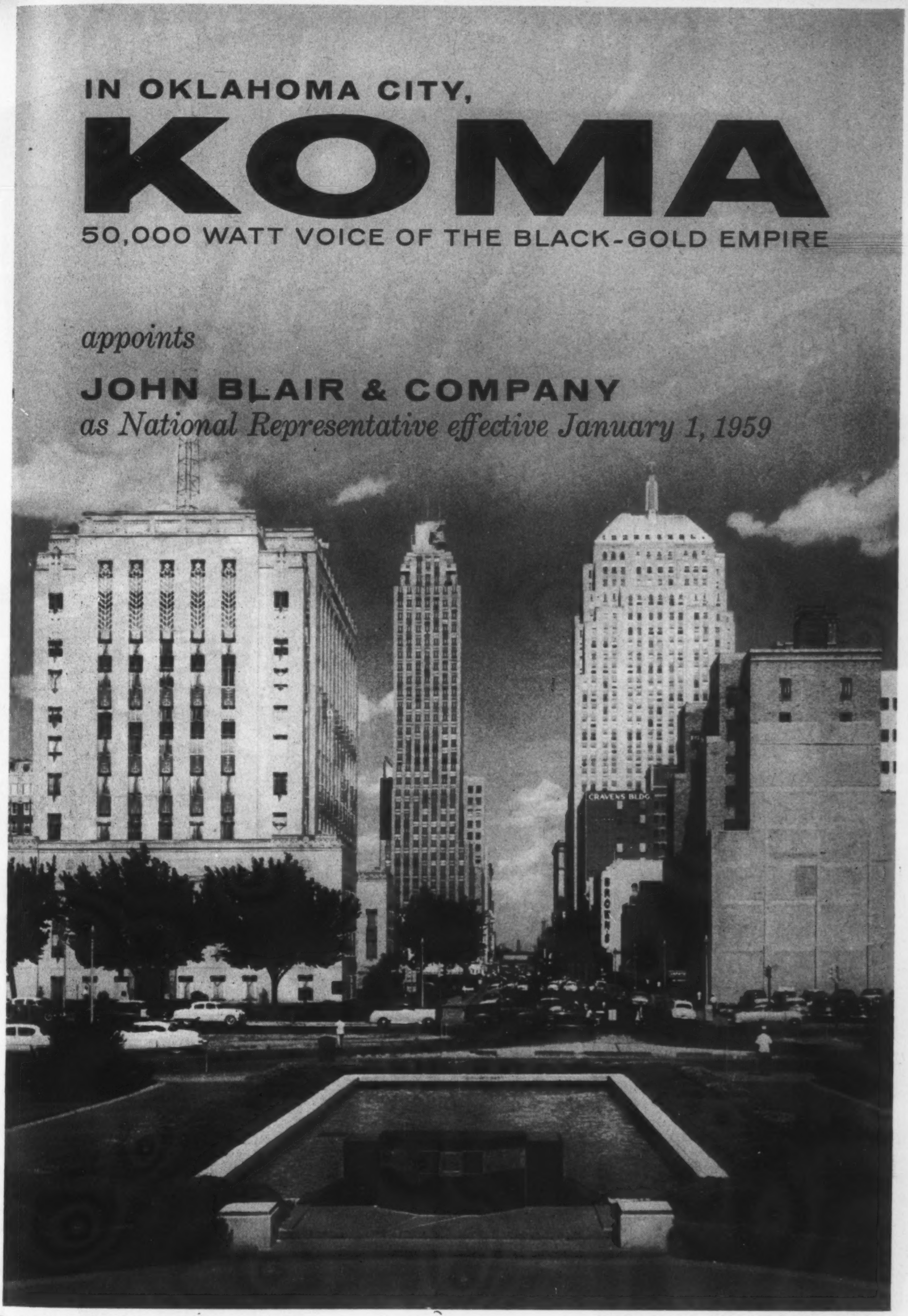
FCC to Deny KSLM-TV Extension

FCC staff is preparing order to deny sixth extension of time to construct ch. 3 KSLM-TV Salem, Ore., and petition of WSAY Rochester, N. Y., for reconsideration of March 21 decision which affirmed 1953 grant of ch. 12 to share-time stations WHEC-TV and WVET-TV Rochester, N. Y. Commission ordered both actions in directions to review staff.

KSLM-TV was granted ch. 3 in 1953. After five extensions of construction dates, Commission ordered application for sixth to hearing. Hearing examiner recommended disapproval on ground grantee had not been diligent and fact that delay was not caused by conditions beyond his control.

CBS Expands Record Division

Expansion of CBS Inc.'s phonograph marketing and manufacturing operations is being announced today (Dec. 15) by President Dr. Frank Stanton. First step in that direction is to transfer Columbia Phonograph Dept. from Columbia Records Div. to CBS-Hytron, CBS manufacturing division at Danvers, Mass. Sales will be centered out of CBS headquarters at 485 Madison Ave., New York. Dr. Stanton explained decision to step up phonograph activities was based on "the great popularity of the Columbia phonograph line, and the growth potential in both high fidelity and stereo reproducing equipment."



IN OKLAHOMA CITY,

KOMA

50,000 WATT VOICE OF THE BLACK-GOLD EMPIRE

appoints

JOHN BLAIR & COMPANY

as National Representative effective January 1, 1959

"POWER

YOU'VE BEEN WAITING FOR THESE BLOCK-BUSTERS...AND HERE THEY ARE!

SCREEN GEMS' "POWERHOUSE"

PACKAGE OF 78 SMASH COLUMBIA AND UNIVERSAL FEATURES
WITH TOP-NAME STARS AND TOP-EXCITEMENT STORIES!

RHOUSE"

Look at the kind of hard-hitting hits that are included:

"Here Comes Mr. Jordan"
Robert Montgomery and Claude Rains

"The Killers"
Burt Lancaster and Ava Gardner

"The Man From Colorado"
Glenn Ford and William Holden

"A Song To Remember"
PAUL Muni · CORNEL Wilde · MERLE Oberon

"The Naked City"
Barry Fitzgerald

"Seven Sinners"
John Wayne and Marlene Dietrich

...and more mighty attractions than ever packed a wallop together in one big package before!

For more information on the "POWERHOUSE" group, write, wire or phone:

SCREEN GEMS INC. Television Subsidiary of Columbia Pictures Corp.
NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONTO

STOO

"THE 3 STOOGES"

in NEW YORK!

—FROM FIFTH PLACE TO FIRST PLACE IN FIVE WEEKS!

MONDAY-FRIDAY 5:30-6:30 P.M. SOURCE: ARB OCTOBER 1958

WPIX	THE 3 STOOGES	Week 1 4.2	Week 2 2.4	Week 3 5.2	Week 4 6.8	Week 5 10.4
Station A	Movies	6.6	5.6	8.1	6.7	8.1
Station B	Movies	11.7*	12.3*	7.0	5.3	4.9
Station C	Live Music Show	4.5	4.9	3.9	2.8	3.5
Station D	Network Variety Show	4.3	3.7	5.7	5.1	6.6
Station E	Movies	2.6	1.0	1.8	1.6	1.8
Station F	Syndicated Films	1.4	1.1	1.4	2.4	1.6

*(World Series Telecast in these weeks)

in PITTSBURGH!

...maintaining its outstanding leadership—with top ratings every day in the week!

MONDAY-FRIDAY 6:00-6:30 P.M. SOURCE: ARB NOVEMBER 1958

WTAE	THE 3 STOOGES	M 14.5	T 14.7	W 12.9	Th 14.2	F 14.2
Station A	Movies	14.5	10.8	10.6	13.7	11.7
Station B	Syndicated Films	6.4	7.5	4.4	5.5	4.2

in PHILADELPHIA!

...they're knockin' 'em silly—with a rip-roaring rating more than 3 times the size of nearest competitor!

MONDAY-FRIDAY 6:30-7:00 P.M. SOURCE: ARB NOVEMBER 1958

WFIL	THE 3 STOOGES	M 25.5	T 25.2	W 25.3	Th 23.7	F 24.5
Station A	News & Weather	5.1	6.5	6.8	6.7	4.2
Station B	Movie	8.9	9.4	7.6	8.1	7.9

in CHICAGO!

...a steady rise day by day—and the standout leader in its slot!

MONDAY-FRIDAY 4:30-5:00 P.M. SOURCE: ARB NOVEMBER 1958

WGN	THE 3 STOOGES	M 8.5	T 8.8	W 8.4	Th 10.2	F 10.7
Station A	Movies	6.7	6.4	3.6	4.7	5.3
Station B	Movies	2.8	1.8	3.6	2.8	3.0
Station C	Network Music Show	9.6	7.7	9.7	8.0	8.1

78 filmed howleroos for you to program——and profit from!

PENDOUS!!

ARE TOP-RATED IN 5 TOP MARKETS!

(stripped across the board or on individual days)

in DETROIT!

...tops in its time spot—with more viewers tuned in than any competing show!

FRIDAY 6:00-6:30 P.M. SOURCE ARB NOVEMBER 1958

WXYZ	THE 3 STOOGES	Friday 14.5	(VPS*·3.1)
Station A	Syndicated Film	6.7	
Station B	News & Weather	6.0	
Station C	Cartoons	14.5	(VPS* 2.6)

*(Viewers per set)

.... and on a ratings rampage everywhere they play!

For the funny-business that means money-business, CALL

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

The laffiest, daffiest 2-reelers ever to set the TV world reeling!

You'll sell more
in the nation's 14th
largest
market
because

LASCELLES SELLS
on
"Musical Clock"
MON.-FRI.
6:15-10:00 A.M.
SATURDAY
6:15-8:50 A.M.

DILL SELLS
on "SOUND ON"
MON.-FRI.
11:00 A.M.-3:00 P.M.
SATURDAY
12:00-3:00 P.M.

KELLY SELLS
on "MIKE 55"
MON.-FRI.
8:05 P.M.-MIDNIGHT
SATURDAY
9:30 P.M.-MIDNIGHT
SUNDAY
NOON-300 P.M.

- Experienced Record Show Hosts — mature in voice, judgement and Salesmanship. Write for availabilities.

WGR
RADIO
BUFFALO'S FIRST STATION
Reps.: Peters, Griffin, Woodward, Inc.

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

Bemused but Bewildering

EDITOR:

Many thanks for your coverage of my address [ADVERTISERS & AGENCIES, Nov. 24] at the Radio & Television Executives Society.

One line in your story, however, disturbs me somewhat only because I believe its interpretation by your readers may possibly run counter to the meaning I intended to convey. I refer to the line which states that I was " 'amused' at the [Miles A.] Wallach contention that 'fewer people are watching tv than is claimed'."

Your readers may interpret that remark out of context as indicating that my bemusement means I dispute Mr. Wallach's contention. The fact is that I am amused only at the coincidence of having him say what I have said a number of times. Obviously I am in complete agreement with the specific conclusion drawn by Mr. Wallach.

Emil Mogul, President
Emil Mogul Co.
New York

Basic Tool at Agencies

EDITOR:

. . . The 1958 YEARBOOK is very complete and is constantly within arm's reach of all our buyers and supervisors.

A. C. DePierro, V. P., Dir. of Media
Lennen & Newell
New York

EDITOR:

Your 1958 YEARBOOK is one of the most interesting and valuable documents I have ever seen. I would very much like to have a copy for my own personal use.

John M. Tyson Jr., Account Supervisor
McCann-Erickson
Chicago

EDITOR:

. . . You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumpian, Vice President-Media
Henri, Hurst & McDonald
Chicago

EDITOR:

. . . I find the YEARBOOK a valuable reference and . . . will be referring to it constantly.

William King, Jr., Vice President
Kenyon & Eckhardt
Los Angeles

EDITOR:

. . . Find it very helpful.

Kai Jorgensen
Hixson & Jorgensen
Los Angeles

EDITOR:

. . . I've leafed through the YEARBOOK from cover to cover. It's a storehouse of real information. Congratulations on making it better every year.

Harry W. Witt, Vice President
Reach, McClinton & Co.
Los Angeles

Radio Sales Ammo in Canada Too

EDITOR:

Kindly forward us 200 reprints of "Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20]. In our opinion this is the best story that has ever appeared on the use of radio by a department store and we are anxious that all our stations have a copy. We have also written to the agency involved to see if we can get copies of the manual they prepared on the do's and don't's of radio for department stores.

Charles W. Fenton, Sales Director
Broadcast Advertising Bureau
Toronto, Ont., Canada

'Open Mind' for 'Open End'

EDITOR:

I obviously have a viewer at BROADCASTING. This [erroneous reference to *Open Mind,* instead of *Open End,* ADVERTISERS & AGENCIES, Dec. 1] is the funniest possible commentary on the fact that they have lifted my guests (all except Bob Foreman), my subject and almost my title.

I hope the real *Open Mind* can get quite a ride in BROADCASTING.

Richard D. Heffner, Programs Director
Metropolitan Educational Tv Assn.
New York

Time Flies Department

EDITOR:

Your item Nov. 17 issue in "People" column is incorrect concerning Charles E. Treanor incorrectly stated as "most recently manager of Forjoe Atlanta office." Mr. Treanor has not been with our firm for over one year. He has been manager of the Dixie Network during this year, leaving to go with Adam Young. Bernard I. Ochs has been manager of Forjoe Atlanta office this past year.

Joseph Bloom, President
Forjoe Co.
New York

A Wronged WYFE

EDITOR:

Shame on you for misplacing my WYFE! You report her as being on 1600 kc in New Orleans [STATIONS, Dec. 8]. She is a much more powerful WYFE than that, because the dial position is 600 kc. Incidentally, she is really gorgeous because she is staffed with four beautiful d.j.'s who have taken the Crescent City by storm.

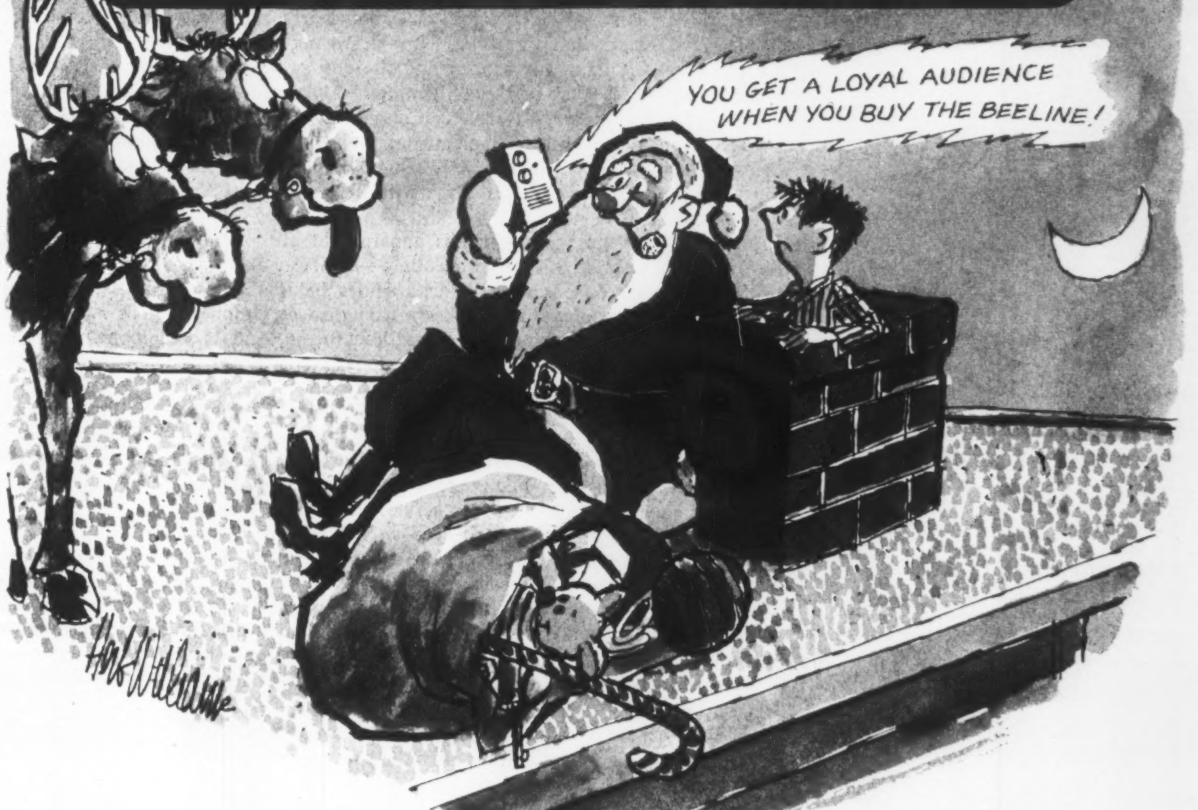
Connie B. Gay, Chmn. of Board
Town & Country Network
Arlington, Va.

[EDITOR'S NOTE: Last issue's story, in which the typographical error occurred, reported Town & Country Network's opening of WYFE in New Orleans as 1 kw daytimer and should have correctly given the frequency as 600 kc.]

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money


YOU GET A LOYAL AUDIENCE WHEN YOU BUY THE BEELINE!

You get a loyal audience when you buy the Beeline. Listeners tune in their favorite Beeline stations — and respond to the advertising messages they hear.

As a group purchase, these mountain-ringed radio stations deliver more radio homes than any other combination of competitive stations . . . at by far the lowest cost-per-thousand.

(Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

KOH • RENO
KFBK • SACRAMENTO
KBEE • MODESTO
KMJ • FRESNO
KERN • BAKERSFIELD

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing . . . WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area . . . 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

OUR RESPECTS

to William Dean Pennington

"THERE's really no 'last voice' on what is right for a radio-tv commercial. In fact, more than one winds up all wrong because somewhere along the line, the creative chain was broken and the end product was short of its goal."

The voice here is that of Dean Pennington, vice president in charge of radio-tv commercials at Gardner Advertising Co., St. Louis. He calls his concept "across the board creativity" and its implementation has won him high honors in an area susceptible to frequent criticism. His most recent awards: for Ralston Purina Dog Chow and Duncan Hines pancake spots in the fifth annual Venice Advertising Film Festival.

Actually, the Pennington touch is apparent in all commercials prepared by the Gardner agency for its blue-chip accounts—Anheuser-Busch (Busch Bavarian beer), Pet Milk, Procter & Gamble's Duncan Hines baking mixes, Monsanto Chemical. Believability in commercial copy takes a front seat at Gardner, which bills in excess of $22 million annually, about half in broadcast media. And its creativity stems in large measure from Mr. Pennington, who rose through the ranks, touching all functional bases.

William Dean Pennington (born in St. Louis on June 11, 1914) wanted most to be an artist after being graduated from high school in 1930. He obtained a sound knowledge of layout, lithography and printing and became a freelance commercial artist. Young Mr. Pennington was finding it rough going in a field not yet fully developed, when he went into service in 1942. He served in aviation ordnance as a petty officer and was discharged in September 1945.

The opportunity to join Gardner Adv. Co. brought experience in production, account work, copywriting and copy contact. Little by little, Mr. Pennington started doing more writing for print advertising (Union Electric, First National Bank, other accounts) and also worked on Day-Brite Electric Co., Army Air Force recruiting and Southwestern Bell accounts in the late '40s. His first brush with radio (and some tv) came in copy contacts with account executive responsibility on Southwestern Bell.

HE was named Gardner copy group supervisor in 1953 and copy chief the following year. In 1955 he was asked to turn his considerable creative talents to broadcast copy.

Creating broadcast advertising that rings true, particularly in television, is an exacting task, Mr. Pennington points out, because unlike in a printed ad, the original concept for sight, sound and motion can get out of line between the creative and production stages. Sustained creativity from story board to finished print is the criterion of a successfully produced commercial, he claims.

"There are a lot of obviously bad commercials," he muses. "They are done cheaply with nothing to recommend them beyond getting on the air. But we do a whole lot better job in tv than we're credited with. People are bombarded with commercials—quantity more than quality. We must remember that our primary job is to sell a product or service."

He told a Gardner sales meeting last fortnight that the basis of a good commercial is "what we call the distinctive difference that sells—a straight product claim . . . a strong 'reason why' demonstration approach . . . an emotional feeling built around the product."

As vice president in charge of Gardner's radio-tv commercials department [AT DEADLINE, Aug. 18], Mr. Pennington was promoted from copy chief in an agency realignment designed to effect closer coordination of radio and television commercials in St. Louis, New York and Hollywood. During the past year he has been responsible for the copy approach in spots for Busch-Bavarian in select markets and on Cardinals regional network baseball broadcasts, for Pet Milk on NBC radio's *Grand Ole Opry*, and for Monsanto on *Conquest* network specials. For Purina Dog Chow [ADVERTISERS & AGENCIES, Sept. 8], the "eager eaters" theme has won commendation in the U.S. and abroad.

Mr. Pennington, regarded by his colleagues as a studious perfectionist, takes an avid interest in sports and works actively for United Fund and other civic drives. He is married to the former Kay Ellison. The Penningtons—including Dick, 12, Gary, 10 and Craig, 1, all boys, and a daughter Gail, 3—live in Harwood Hills in suburban St. Louis County.

may the

spirit of Christmas prevail

and may the good Lord

guide us all in 1959

KNORR BROADCASTING CORPORATION

FRED A. KNORR, President

WKMH	WKMF	WKHM	WSAM	WELL
Dearborn-Detroit	Flint, Michigan	Jackson, Michigan	Saginaw, Michigan	Battle Creek, Michigan
John J. Carroll	*W. Eldon Garner*	*Nathan H. Alberstein*	*George M. Millar*	*Paul J. Haller*
Managing Director	*Managing Director*	*Commercial Manager*	*Vice President*	*Managing Director*

A STATION WITH "BOTH FEET" IN THE DOOR!

WWTV—

SERVING THE

"Solid Gold Cadillac"

MARKET!

NCS No. 3 gives WWTV daytime weekly circulation in 86,090 homes, nighttime weekly in 106,130 homes in 36 Michigan counties.

WWTV, Cadillac, covers more area and *reaches more people* in Northern Lower Michigan than any other medium, including TV, radio and newspapers!

In fact, you'd have to use 13 newspapers and 16 radio stations to *approach* WWTV's coverage!

Popularity? Pulse rates WWTV "tops" in 152 of 168 quarter-hours surveyed!

Add WWTV to your WKZO-TV schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM—TV—FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state

Please send to home address — —

* Occupation Required

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*Reg. U. S. Patent Office

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Important scoop at Telestudios! *In the monitor: a* **SEALTEST ICE CREAM** *"take." In* TELESTUDIOS' *control room: astute N. W. Ayer executives take all the second looks they like to assure top quality results for their quality-conscious client. It's all done in minutes while the crew stands by to shoot another "take." That's because it's done with "tape" at* TELESTUDIOS, *playing back instantly, on command. And at* TELESTUDIOS *you also command 13,000 square feet of videotape plant . . . 4 complete broadcast camera chains . . . new 70-position dimmer board . . . top notch technical staff. All this plus custom service treatment . . . top management personalized treatment. That's why more and more, big selling names such as Sealtest and N. W. Ayer take to the live quality look, the low cost you get with "tape" at* TELESTUDIOS. *That's the scoop—"tape" at* NTA's **TELESTUDIOS.**

1481 Broadway, New York, N. Y., LOngacre 3-6333

Local in management...

The Corinthian stations are first and foremost local in character... for *great* stations must be responsive to the needs and tastes of their individual communities.

Each Corinthian station has its own independent *local* management team... experienced men at the helm and in the key operating areas of programming, sales, engineering and promotion. The strength of each of the Corinthian stations attests to the abilities of these men and the role they play in Tulsa, Houston, Fort Wayne and Indianapolis.

THE CORINTHIAN STATIONS ***Responsibility in Broadcasting***

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

Interrelated in service

The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting...each outstandingly qualified in his field...Corinthian's Director of Programming, *Robert H. Salk;* Director of Sales, *Don L. Kearney;* Director of Engineering, *George G. Jacobs;* Director of Research, *Charles H. Smith;* and Director of Promotion & Advertising, *Robert J. Sullivan.* These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

Clearly, you get something *extra* when you buy a Corinthian station.

THE CORINTHIAN STATIONS ***Responsibility in Broadcasting***

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

ATLANTA

Pulse, June, 1958		
	SERGEANT PRESTON	**20.0**
	State Trooper	19.5
	Honeymooners	19.5
	Silent Service	12.5
	Sea Hunt	11.7

BOSTON

Pulse, March, 1958		
	SERGEANT PRESTON	**24.5**
	Harbor Command	23.5
	Sheriff Cochise	22.5
	Highway Patrol	22.2
	State Trooper	21.2

BURLINGTON

ARB, April, 1958		
	SERGEANT PRESTON	**43.8**
	Whirlybirds	34.4
	Sea Hunt	29.3
	Highway Patrol	29.1
	Silent Service	13.8

DAYTON

Pulse, May, 1958		
	SERGEANT PRESTON	**31.0**
	Highway Patrol	29.5
	Silent Service	29.3
	State Trooper	27.8
	Sea Hunt	19.8

JACKSONVILLE

ARB, March, 1958		
	SERGEANT PRESTON	**39.1**
	Sea Hunt	32.6
	Sheriff of Cochise	31.6
	Whirlybirds	24.9
	Silent Service	21.3

LOS ANGELES

ARB, April, 1958		
	SERGEANT PRESTON	**15.3**
	Honeymooners	13.0
	Sea Hunt	12.4
	Highway Patrol	9.0
	Silent Service	4.6

SAN LUIS OBISPO

ARB, March, 1958		
	SERGEANT PRESTON	**44.4**
	Harbor Command	43.8
	Highway Patrol	41.9
	Sheriff of Cochise	35.0
	Sea Hunt	31.9

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100

THE GIFT OF THE MAGI

In the sentimental yet gently ironic world of O. Henry, a suffragette calls her fellow women, "cringing lackeys of the kitchen," a quartet of singing waiters entertains a saloon with "My Sugar Is the Salt of the Earth" and two lovers settle their quarrel with a kiss.

It is a world little remembered and less cherished by modern writers, but its unpretentious charm was captured for a brief hour Tuesday, Dec. 9 on CBS-TV's musical version of "The Gift of the Magi." Richard Adler's music and lyrics surrounded the simple plot with an aura of warmth and tenderness. Gordon MacRae was particularly effective as the young husband, and Sally Ann Howes was as pretty as a picture of grandmother at 19. Tart contrasts were offered by John St. John and Bibi Osterwald, whose duet with Miss Howes in "Madame, Will You Buy My Hair," was wonderfully sharp and sly.

The final scene of the boy and girl exchanging their gifts caused some slight disappointment. Composer Adler had no soft duet and producer-director George Schaefer had no embrace for the couple, and the odds are good that O. Henry would have asked for both if he could have been reached.

Production costs: Approximately $200,000.

Sponsored by W. A. Sheaffer Pen Co. through BBDO on CBS-TV, Dec. 9, 9-10 p.m.

Executive producer: Albert Selden for Talent Assoc. Ltd.; adapted by Wilson Lehr; musical director: Hal Hastings; assoc. producer: Murray Susskind.

OMNIBUS

The reasons for Peter Ustinov's success and failure as a playwright are capsuled in the curtain line of his play, "The Empty Chair," presented on NBC-TV's *Omnibus* Sunday, Dec. 7. "Ideas," proclaims a character, "are greater than men."

Believing this, Mr. Ustinov is successful when he deals with ideas as in the first two acts of his drama about the after-effects of the French Revolution. The contrast between Hebert, the atheistic fanatic, Danton, the hot-blooded man of emotion, and Robespierre, the man of logic and reason, is sharp and intriguing because they are not men but symbols. The dialogue is witty, eloquent, often poetic.

But Act Three begins unconvincingly with lacklustre speeches by Mme. Danton and Robespierre's mistress and never attains the intellectual excitement of the play's first two thirds. Ustinov the author attempts to humanize his symbols and fails, perhaps not so much because it is beyond his abilities but because he clearly believes it is not important to do so.

Technically, the production was nearly flawless. Film clips and close-up street scenes were smoothly integrated. George C. Scott as Robespierre was chillingly statuesque as the man of reason while Mr. Ustinov conveyed warmth as Danton although a few of his tricks—the sudden bark like a seal and the fluttering gesture of the hands like an apologetic bankrupt—recalled earlier appearances on television and the stage.

If the play fell short of its goal, it was because its goal was so high. The difference between "The Empty Chair" and standard tv dramatic fare is the difference between a roman candle and a safety match.

Production costs: Approximately $90,000.

Sponsored by Aluminium Ltd. through J. Walter Thompson Co. on NBC-TV, alternate Sundays, 5-6 p.m.

Produced by Robert Saudek Assoc. (Robert Saudek, George M. Benson, Mary V. Ahern, Walter Kerr, Alistair Cooke, Richard H. Thomas, Henry May); costume design: Saul Bolasni; co-directors: Mr. Ustinov and William A. Graham.

PLAYHOUSE 90

Tv dramatists who confuse canons of good taste in tv with "inhibitions" placed on them by networks, agencies and clients may someday discover that somewhere between these extremes are normal people with problems. And someday some writer might characterize rather than caricature them.

The black-or-white approach was typified in *Playhouse 90's* offering of "Free Weekend." The plot, designed to point up the competitive rivalries and conflicts of adults with children, came off as a superficial unrealistic indictment of mixed-up adults—high in drama but lacking in story substance. It depicts the efforts of several parents, including syndicate gambler Guy Cato (James Whitmore), to influence awards for their offspring at Camp Mojave. Mr. Cato's only claim to fame, it's intimated, is his appearance before a congressional committee on racketeering.

The show's other human ingredients: the mink-shrouded Mrs. Cato, a father who lies once too often to his son about his athletic prowess, old flames among visiting married couples who once again cross paths, a kindly but sometimes stern camp leader Marvin (Charles Bickford), who quite pertinently points out, "parents expect us to do in two months what they can't do in 10 months."

Celebrity Cato is chagrined to learn his son Richard has won the camp trophy despite —not because of—his bribe to a counselor. By that time, despite some high histrionics, both parents and televiewers, put off by several separate and meaningless plots, couldn't have cared less.

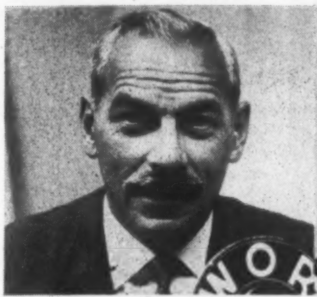
As a result, "Free Weekend" emerges as a kind of controversial "Lifeboat" that somehow drifted ashore into a boys' camp. Far beyond the stage of doctoring, the storyline seemed more in need of a minister's last rites.

Production costs: Approximately $75,000.

Sponsored by Allstate Insurance Co. through Leo Burnett Co., American Gas Assn. through Lennen & Newell, Elgin Watch Co. through J. Walter Thompson Co. and Kimberly-Clark through Foote, Cone & Belding on CBS-TV Dec. 4, 9:30-11 p.m. "Free Weekend" written by Steven Gethers.

Producer: John Houseman; director: Fielder Cook; associate producers: Charles H. Schultz, Russell Stoneham; associate director: Robert Butler.

On January 1, 1959 these WOR radio newscasters will inaugurate another year as New York's most popular news team...


Henry Gladstone

Ed Pettitt

Lester Smith

John Wingate

Prescott Robinson

Harry Hennessey

Westbrook Van Voorhis

John Scott

Lyle Van

They were re-elected on ELECTION NIGHT 1958 when. . .

46% MORE LISTENERS TUNED TO WOR RADIO THAN TO ANY OTHER RADIO STATION IN NEW YORK

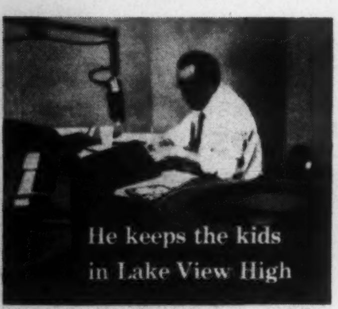
In reality these results reflected an overwhelming vote of confidence for the performance of WOR newscasters throughout 1958 . . . a performance that makes WOR radio the most popular news voice in New York, week after week and year after year. It is one of the important reasons why WOR radio is elected and re-elected by more advertisers than any other station in New York.

WOR Radio 710 fm 98.7

A Division of RKO *Teleradio Pictures, Inc.*

For her:
Stardust, Formosa,
and an
afternoon hailstorm

KEX Portland, Ore.
WESTINGHOUSE BROADCASTING COMPANY, INC


He keeps the kids
in Lake View High

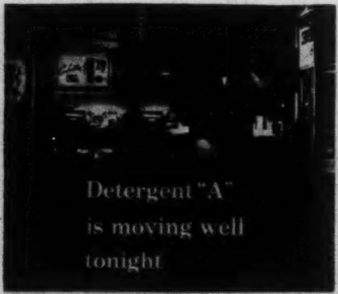
WIND Chicago
WESTINGHOUSE BROADCASTING COMPANY, INC.

40,000 friends
dropped in

WBZ Boston + WBZA
WESTINGHOUSE BROADCASTING COMPANY, INC.

His Sponsor
paid 14¢

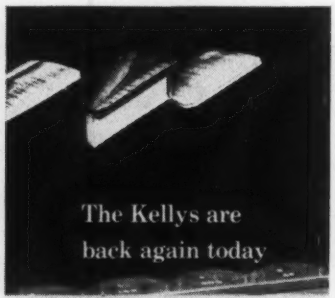
WOWO Fort Wayne
WESTINGHOUSE BROADCASTING COMPANY, INC.


Detergent "A"
is moving well
tonight

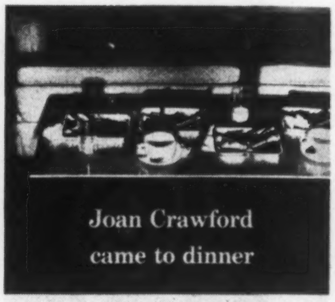
KYW Cleveland
WESTINGHOUSE BROADCASTING COMPANY, INC.

"I kept thinking
of his poor wife"

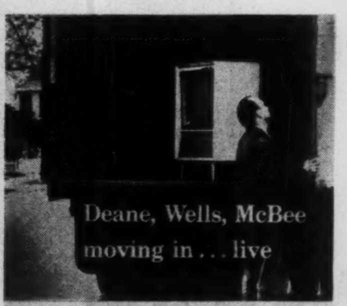
KDKA Pittsburgh
WESTINGHOUSE BROADCASTING COMPANY, INC.


The Kellys are
back again today

KYW-TV Cleveland
WESTINGHOUSE BROADCASTING COMPANY, INC.

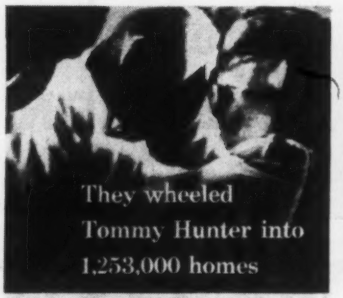

Joan Crawford
came to dinner

KDKA-TV Pittsburgh
WESTINGHOUSE BROADCASTING COMPANY, INC.

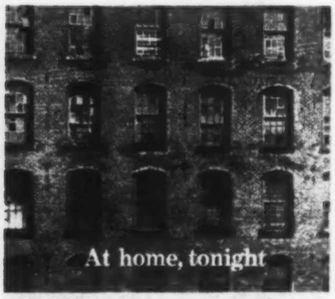

Deane, Wells, McBee
moving in . . . live

WJZ-TV Baltimore
WESTINGHOUSE BROADCASTING COMPANY, INC.

What makes eleven firsts?


They wheeled
Tommy Hunter into
1,253,000 homes

KPIX San Francisco
WESTINGHOUSE BROADCASTING COMPANY, INC.


At home, tonight

WBZ-TV Boston
WESTINGHOUSE BROADCASTING COMPANY, INC.

Ratings. Sales. Showmanship. A community's belief in a station. The people behind the mikes and the cameras. The people behind the desks. These are some of the reasons why Westinghouse Broadcasting Company stations are leaders in their markets. Beyond these, and basic to the operation of each station, is the WBC business creed; a point of view and a policy on:

LOCAL OPERATION . . . to assure intimate knowledge of local tastes and problems so that programming can best serve local needs. **GROUP ASSISTANCE** . . . to maintain high creative standards through the inter-change of ideas among the stations and the corporate staff of broadcasting specialists. **COMMUNITY LEADERSHIP** . . . to participate actively and effectively in civic affairs. **PUBLIC SERVICE** . . . to develop the same creative attention and showmanship to public service as required for all programming. **FAIR COMPETITION** . . . to sell aggressively, offering fair and identical terms – as published – to everybody, guaranteeing the quality and integrity of our product to all advertisers.

In short . . . a continued dedication by management, staff and talent to advancing the techniques and standards of broadcasting as dynamic instruments for educating, entertaining and selling. *Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*

WBC Westinghouse Broadcasting Company, Inc.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 24 December 15, 1958

IF ANYONE'S WONDERING ABOUT RADIO...

- **Pittsburgh stations given major credit for United Fund success**
- **Against recession handicap, radio boosts campaign over quota**
- **Top industrial leaders (and advertisers) call it "magnificent"**

Industrial Pittsburgh, fighting its way out of a tough recession, has discovered a powerful new source of energy.

The city and its business leaders are gazing with astonishment at the cumulative might of its 13 radio stations.

Working cooperatively, these stations have just accomplished a promotional miracle:

The 1958 United Fund campaign, with an optimistic near-$10 million goal, was pushed over the top by $50,000 despite economic troubles.

UF campaign officials, comprising the elite of the city's industrial leaders, give the joint radio push much of the credit.

- "Radio was magnificent," said Frank McGee, president of Aluminum Co. of America and chairman of the UF campaign.
- "There has never been anything like it before," added Bennett S. Chapple Jr., an administrative vice president of U. S. Steel and chairman of the UF public relations advisory committee.

It was a tough situation that faced officials of the United Fund of Allegheny County last summer as they met to set the goal for the 1958 fund raising campaign Oct. 6-Nov. 6.

Business activity, which had held at an index high of 110-120 from late 1956 to mid-1957, had slumped alarmingly. The U. of Pittsburgh index, using 1947-49 as 100, showed business activity at a nadir of less than 80 in March.

Unemployment was at a record high. In July 12% of greater Pittsburgh's working force was out of work. The idle numbered 117,700.

There was no question that people were not going to be in a giving mood. "Charity begins at home," would be the refrain.

Yet the United Fund decided to "go for broke." It set the money raising goal at $9,715,907—the same as the year before.

The campaign Oct. 6-Nov.6 actually not only attained this goal; there was about $50,000 to spare.

It was, everyone agreed, a miracle. How did it happen?

When the fund raisers had time to sit back and collect their thoughts, it was obvious there were two reasons:

- The economy had climbed back. Unemployment had declined. In October at the start of the UF drive it was back to a more normal 6.6%—61,200 people out of work. Business had improved. The U. of Pittsburgh's business index stood at 99.8 in November.
- The combined power of Pittsburgh's 13 radio stations had been thrown into the fight. Every am and fm radio outlet in the nation's eighth market had been enlisted and had delivered—in spades.

This was a unique experience for the radio stations as well as for the people of Pittsburgh.

Just a few months earlier an attempt had been made to coordinate all of Pittsburgh's radio stations for National Radio Week. It failed. Too few radio managers were willing to submerge their competitive individualism, even for the benefit of radio as a whole.

United Fund officials' eyes opened wide at the heft radio put into the drive. Burt Wallace, UF public relations director, observed recently that radio alone, he is convinced, accounted for at least half of the final $200,000 that put the campaign over the top.

This was the amount fund authorities estimated the campaign would fall short during the closing weeks.

How can Mr. Wallace be so sure? Simply this. In the final weeks of the drive, the only activities left were two radio-sponsored events: a talkathon and a jazz festival.

Pittsburgh bigwigs—many of whom control or administer national advertising accounts—got to know at first hand, personally, what radio can do. For the 1958 UF campaign was staffed by leaders of national and international corporations.

The United Fund numbers among its officers and directors, besides Messrs. McGee and Chapple, such business giants as E. J. Hanley, president of Allegheny Ludlum Steel; Fred C. Foy, president-chairman, Koppers Co.; H. B. Higgins, director, Pittsburgh Plate-Glass; I. W. Wilson, chairman, Alcoa; H. H. Heinz III, president, H. J. Heinz Co.; Clifford F. Hood, president, U. S. Steel; Allison R. Maxwell Jr., president, Pittsburgh Steel; A. King McCord, president, Westinghouse Air Brake Co.; Gwilym A. Price, chairman, Westinghouse Electric Corp.; William K. Whitford, president, Gulf Oil Co.

What they saw at first hand was radio

TWO TELLING TESTIMONIALS

MR. McGEE

MR. CHAPPLE

Here's how Frank McGee, president of Aluminum Co. of America and chairman of Pittsburgh's UF campaign, and Bennett S. Chapple Jr., administrative vice president of U.S. Steel and chairman of the UF public relations advisory committee, described radio's importance in the UF drive:

Mr. McGee: "I was personally impressed with the way radio has come back. You know, my advertising people have told me this, and we have used radio for our Alcoa Wrap and we found it boosted sales. But now I know from first-hand experience . . . Radio was magnificent."

Mr. Chapple: "Couldn't beat it. This year we pulled out all stops on radio. We knew radio pulls. Now we know what happens when 13 stations got on one horse. They rode like Paul Revere."

WHAT TV DID IN PITTSBURGH

There's something electric about the broadcast media—particularly when it's necessary to arouse the whole populace. This is the attitude of Pittsburgh United Fund officials when discussing their 1958 money-raising drive last fall.

Radio was used as an all-embracing medium. Tv was used, as in past drives, for its emotional impact. "The impact of television cannot be underestimated," Burt Wallace, UF staff public relations director, commented not long ago. He was echoed by Frank McGee, Alcoa president, and Bennett S. Chapple Jr., U.S. Steel administrative vice president, who were campaign chairman and public relations chairman respectively of the drive completed so successfully this year.

Even before the UF drive got underway, a special advance promotion was instituted by the Westinghouse stations in Pittsburgh. For three days before the official opening of the campaign, KDKA-AM-FM-TV ran a spot announcement campaign on glaucoma. This was to publicize the UF agency dealing with the blind. Free glaucoma tests were offered in 23 hospitals in the area. More than 20,000 people lined up for these eye tests. Over 1,000 cases of potential glaucoma were found, plus almost 500 other eye diseases unknown to the people involved.

On Oct. 5, the eve of the 1958 campaign, the three tv stations (KDKA-TV, WTAE [TV], WIIC [TV]) sponsored—as they have in the past—the hour-long kickoff show. This was an all-star show from the 4,000-seat Syria Mosque and it was broadcast simultaneously by all three tv outlets.

The finals of the Miss Torch contest—in which the last six of the 95 contestants made their bows before the judges—was carried live by WIIC on Sept. 26. The girl chosen, a Pittsburgh Plate Glass Co. secretary, represented UF and lit the symbolic torch on opening day.

Tv was used intensively for an intramural program on Oct. 2, when KDKA-TV put on a dramatic, closed-circuit selling job for the UF's thousands of house-to-house solicitors.

Chairman of tv activities in the Pittsburgh United Fund campaign was Jerome R. (Tad) Reeves, general manager of KDKA-TV.

using its immense, all-embracing power to push the campaign over.

Fund officials estimate that the final figure of $9,766,222 represents at least $1.5 million in new money.

There's another element in the success of Pittsburgh's 1958 UF drive. It goes by the name of Pittsburgh renaissance.

This is a spirit, also a material thing, pervading the city that sits at the confluence of the Monongahela and Allegheny rivers.

Pittsburgh is different these days. The smoke is gone. The office buildings are ungrimed. The narrow, sooty streets are being remade.

There is a plaza now in downtown Pittsburgh. The new Mt. Washington tunnel and the Fort Pitt Bridge are almost completed. A network of freeways stands ready to carry jammed traffic smoothly through Golden Triangle Park.

Even the fiercely-competitive radio stations in Pittsburgh must have felt that new spirit. For the first time in the memory of the oldest account executive the 13 am and fm radio outlets joined forces.

What the radio stations did was quite simple. In a combined effort, they sponsored three major promotional events during the month-long drive. They also maintained their joint approach in programs and spot announcements—driving home to all of the 2.5 million people in the greater Pittsburgh area the need for funds.

Truly radio was everywhere.

And it was good that there is such a medium, Mr. McGee said the other day.

Publicity was a top requirement for the campaign this year, observed Alcoa's president, whose gentle demeanor belies the giant corporation executive. Aside from the fact that the UF campaign could not be allowed to fail—everything else in Pittsburgh has been a success in recent years—there had to be a greater push this year than in previous years to overcome effects of the recession.

"I was personally impressed with the way radio has come back," Mr. McGee said. "You know, my advertising people have told me this, and we have used radio for our Alcoa Wrap and we found it boosted sales. But now I know from first hand experience. Not only did radio do a grand job overall, but what impressed me is how it can be used."

Mr. McGee discussed the method by which radio's messages were tailored for different audiences during the day. He also told how radio was used extensively to get the man in the factory to sign up in the "hour's pay per month" plan. And he agreed that radio's influence helped greatly to open doors to the vast army of house-to-house canvassers.

Mr. McGee also ventured a belief that the publicity on radio events garnered in newspapers was "unusual to say the least" in Pittsburgh. But, he explained, every bit of publicity helped, and the cumulative effect of radio, tv and newspapers was overwhelming.

Mr. Chapple's reaction to radio's role in the 1958 UF campaign was summed up in one exclamation, "Couldn't beat it!" The bluff and hearty Mr. Chapple has background for this observation. He is the originator of U. S. Steel's "Snowflake" operation, the institutional campaign in all media plugging white goods made with steel for Christmas giving.

In his estimation, Mr. Chapple said, radio broke all records in its exploitation of the campaign—"and on a sounder basis than ever before."

Burt Wallace, who was public relations staff director for the fund, made these comments:

"Radio was a major, if not the dominant, force in the campaign. Radio means personalities. Listeners believe personalities, and when radio personalities delivered fund messages it established a credibility hard to find elsewhere. And radio found it good in its own self-interest to back up the campaign this way. It did such an outstanding job that radio as a medium gained stature among people—vast audiences of people and, perhaps more significantly, among business leaders."

The radio-tv participation in the 1958 fund campaign was channeled through the Radio-Tv Club of Pittsburgh. The chain of command ran this way: J. Paul Scurlock, AT&T special accounts manager, president of the club; Jerome (Tad) Reeves, KDKA-TV manager, radio-tv activities; H. W. (Hank) Shepard, WAMP manager, radio activities. Mr. Reeves handled the tv chores himself.

Mr. Shepard, formerly spot sales director at NBC, is a newcomer to the area. He arrived earlier in the year to take the helm at WAMP when NBC bought the former WJAS late in 1957.

The quiet-spoken Mr. Shepard got the radio managers together and promised them three things: Anything that was done would be good for radio. They would have no work. And no troubles.

They agreed to swing radio as a team.

This was great. In the business rivalry that prevailed among Pittsburgh's broadcasters, where station managers wouldn't talk to one another, this was even astounding.

The first event sponsored by the combined radio stations of the Allegheny County area was the Oct. 6 ceremony which kicked off the 1958 UF campaign. Every one of the 475,000 homes in the metropolitan area which had its radio on around noon of that day heard only one program—the festivities at the lighting of the symbolic UF torch at Mellon Plaza. This climaxed a two-hour parade through downtown Pittsburgh, among whose participants were, of course, all the radio stations. Each had an automobile loaded with its "names" in the line of parade.

The second radio-sponsored occasion was Oct. 23. This was a 12-hour talkathon, set up in the street-level window of Pittsburgh's giant Kaufmann's department store. It was handled on an hourly rotating basis by 12 of the area's 13 stations (one fm outlet was unable to spring loose from its functional music commitments).

The talkathon was anchored by local songtress Jeanne Baxter. Each radio outlet sent down a full crew of personalities, d.j.'s, newsmen, etc. For one full hour each station, in turn, carried on all its activities in the department store window.

The third event—which everyone who was involved feels certain was a first in some way or other—was a jazz festival. But the jazz show had a gimmick. It was all in stereophonic sound.

This took place Nov. 3, three days before the completion of the UF drive and while the campaign was still $1 million short of its goal. It was held in a downtown movie theatre. More than 4,000 jampacked the movie house.

All eight of Pittsburgh's nighttime radio stations carried the "blast" which featured two local combos plus vocalists and instrumentalists. Skitch Henderson, NBC musical director, emceed.

The stereophonic effect was accomplished by having all am stations carry the "A" channel and the fm stations the "B" channel.

The stereo-jazz show was suggested by one of the radio station operators, Ben Muros, WWSW.

Throughout the campaign, radio's part caused UF officials to rub their hands gleefully. Not only were the three radio specials given a promotional buildup on the air (on both radio and tv), but they sparked columns of newspaper publicity.

UF staffers repeatedly expressed delight at the way broadcast events were puffed in newspapers.

Chairman of radio activities in the Pittsburgh United Fund drive was H. W. (Hank) Shepard, manager of the NBC-owned WAMP. Formerly with NBC Spot Sales, Mr. Shepard moved to Pittsburgh early this year.

Beyond the three major exploitations, the united radio stations carried—as they always have—UF campaign material in spots and in programs.

This year the all-radio combine did a better job than ever before., All stations devoted at least 75% of their spot availabilities to the UF drive; some devoted up to 90% of unsold spot time to this effort.

Individual radio stations did their part too. One outstanding single radio promotion was performed by KQV which offered its facilities for the whole working day—8 a.m.-6:30 p.m.—on Oct. 13. The ABC-owned station set up in an "on the street" studio. All day long the fish-bowl installation was staffed by local UF officials, civic leaders and other VIPs.

Pittsburghers still talk about features of the KQV stunt. A Campbell Soup Co. commercial was read on air by J. J. Heinz II, president of the competitive 57-varieties company, and Morton Smith, Pennsylvania R.R. vice president, read several commercials—voice instructions and all.

For the UF drive, radio in Pittsburgh devoted 36 hours of air time. This does not include the public service spots which inundated the airwaves during the campaign.

The 13 radiomen who participated in this show of radio strength are Ralph Beudin, KQV; Leonard Walk, WSMO; Ed Hirshberg, WEDO; Leonard Kapner, WCAE; Bill Matta, WLOA; Sam Vidnovic, WMCK; B. K. Crane, WDUQ (FM), Don Ioset, WPIT; Les Rawlins, KDKA; Ben Muros, WWSW; Tom Daugherty, WKJF (FM) and Mr. Shepard.

The 1958 UF campaign will be long remembered by all who had a part in it. Radio's participation, particularly, will always remain the high spot. As one Pittsburgh official stated at the completion of the drive:

"From the campaign kickoff to the final stereo-music concert, the United Fund cause was constantly kept before the community every hour of the day during the campaign."

ADVERTISERS & AGENCIES

NEW COMBINE BILLS $30 MILLION

- **Geyer will merge with Morey, Humm & Warwick**
- **KM&J's Madden expected to bring accounts, personnel**

With Christmas not yet here, two New York-based agencies have already made their New Year's resolutions. They will merge Jan. 1, thereby planning to bill (at the outset) $30 million, $9 million in radio-tv.

The two agencies are Geyer Adv. and Morey, Humm & Warwick Inc., which today (Dec. 15) are announcing their merger into Geyer, Morey, Madden & Ballard Inc., with offices in New York, Dayton and Detroit.

At the same time, Edward D. Madden announced his resignation from Keyes, Madden & Jones Inc., Chicago-New York, to join GMM&B as vice chairman of the board. Mr. Madden is expected to take with him several accounts now being handled out of KM&J's New York office and with them, their principal account men.

The newly-merged combine will operate out of Geyer headquarters at 595 Madison Ave., probably adding to the four floors now occupied by that agency. The MH&W offices at 350 Fifth Ave. (Empire State Bldg.) will be vacated "sometime in January." Under the new set-up, Sam M. Ballard, Geyer president, assumes the presidency of the new agency; Mr. Geyer, board chairman of the agency bearing his name, becomes chairman of the executive committee, and Sylvester M. Morey, MH&W president, moves up to board chairman.

Complete staffs of the two agencies will be retained intact, and will total 300 people. The marriage, brokered by ex-Kenyon & Eckhardt executive Robert Durham, has been in the making for close to a year. Noted Mr. Ballard last week: "Both agencies are convinced that there can be a meshing of experienced personnel and facilities."

Geyer Adv., established in 1911 in Dayton by Mr. Geyer and his father, C. J. Geyer, maintains offices in Detroit to service its largest account, American Motors Corp. (Rambler, Kelvinator, Leonard and other divisions). It also is Geyer's largest radio client, accounting for most of its 1959 radio billing of $1.5 million. Geyer's second biggest client (and largest broadcast user) is American Home Products Corp. (Boyle-Midway and American Home Foods Divs.), which played a large part in increasing Geyer's share of total billing in broadcast ($5.85 million) to 30% [ADVERTISERS & AGENCIES, Nov. 24].

MH&W, the outgrowth of an agency organized in 1941 by Mr. Morey, is heaviest in industrial advertising, but a hefty part of its $10 million billing is accredited to bluechip client Sinclair Oil Corp., a heavy radio advertiser, and Richfield Oil Corp. of New York Inc., sponsor of radio's famed *Richfield Reporter* program.

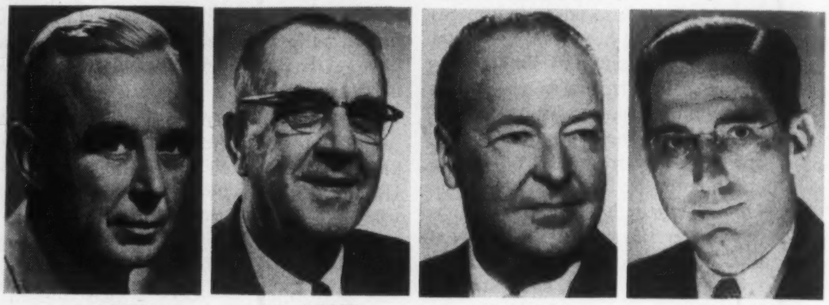
Broadcast billings at GMM&B are expected to get a substantial shot in the arm next year, according to reliable trade sources. Mr. Madden reportedly will bring with him John T. McHugh, former president of Joseph Katz Co. until he joined KM&J earlier this year. Mr. McHugh, while at Katz, was top account man on American Oil Co. (as Mr. Madden was top man on Esso during his tenure at McCann-Erickson years ago) and is understood slated for the Sinclair account post. Also slated to move with Mr. Madden: David Halpern, KM&J senior vice president and New York general manager, who also left Katz, bringing with him Bond Clothes Inc.—a heavy radio-tv advertiser—and other smaller accounts and who also is account head on Jenkins Distillers, Manchester, N. H. The third KM&J executive said to follow Messrs. Madden, McHugh and Halpern is Oliver M. Presbrey, vice president and account executive on the $1.5 million Oral Roberts account which C. L. Miller Co. lost to KM&J this year. All told, the move by Mr. Madden and associates should "cost" KM&J about $2 million—a considerable portion of it in broadcasting.

Mr. Madden explained that he had originally been brought into KM&J (from International Latex Corp.) to effect "some sort" of merger for the former Russel M. Seeds Co., which is strong in Chicago, weak in New York. Morey, Humm & Warwick, he said, "was one of the agencies I talked with." Shortly before KM&J worked out its association with Donahue & Coe Inc. [AT DEADLINE, Dec. 1], Mr. Madden was asked to join the MH&W-Geyer combine which had been in the making after KM&J and MH&W broke off their negotiations. It's been no secret that Geyer has been seeking a merger [CLOSED CIRCUIT, May 19] following its abortive talks with Erwin, Wasey & Co. last year.

It is expected that Freeman Keyes, former president of Seeds, now board chairman of KM&J, will once again assume the presidency of the agency, and that "within a reasonable time" (Mr. Madden's words) the "M" in KM&J will be dropped.

Commented Mr. Ballard last week: "This is one agency merger where economic considerations have played a very minor role in our thinking, since both agencies are in solid financial positions with good profit records in the year now ending." His sentiments were echoed by a MH&W executive: "This is a happy merger—just think, we'll all drive Ramblers that run on Sinclair products. . . ."

← **IN HIERARCHY OF NEW AGENCY**



MR. GEYER MR. MOREY MR. MADDEN MR. BALLARD

RENAULT REFUELS AS VW ADS STALL

- **French car adding radio-tv**
- **Mathes resigning Volkswagen**

Two foreign automakers were on the move last week—one, deeper into broadcast media, the other possibly out of any nationally-planned and agency-administered advertising. As the Renault "Dauphine" was looking for a new network parking place (it surrenders its alternate-week berth on CBS-TV's *Small World* to Olin-Mathiesen Chemical Co., which picks up the whole weekly tab effective Dec. 28), Volkswagen hit the open road after being resigned by J.M. Mathes Inc., its agency since last March 31.

Renault Inc., U.S. subsidiary of the French state-owned Renault works, on Dec. 21 terminates its six-show full sponsorship of the new Ed Murrow-Fred Friendly Sunday night tv hookup—a run that cost it $168,000 gross [ADVERTISERS & AGENCIES, Sept. 22]. It then picks up one-quarter sponsorship of CBS-TV's Gator Bowl coverage Dec. 27 (cost: $47,446 gross).

Beyond that, Renault has no plans other than to connect with another network show "fairly soon." Reason: it is "simply delighted" with tv as is its agency. Needham, Louis & Brorby, which for the past few months has been helping persuade Renault distributors to spend more in the broadcast media.

But what's good for NL&B may not necessarily be good for Mathes, which last Monday (Dec. 8) dropped the Volkswagen account effective next March 31. Agency President W.T. (Ted) Okie wasn't talking (other than to issue the generally-accepted "resigned-by-mutual-consent" statement) nor was the client. A terse, inter-office memo at Mathes said the agency had quit the $750,000 account after "total disagreement" on ad strategy.

Officials at Englewood Cliffs, N.J., U.S. headquarters for the German manufacturer, were "unavailable" for comment, but it was learned that the split resulted from Volkswagen's reluctance to spend nationally or accept agency recommendations—on grounds that it really didn't "need" advertising. With or without advertising, Volkswagen's unit sales have risen from 46,000 to 76,000 over the past year.

So have Renault's—from 3,500 monthly to capacity 5,600—but U.S. advertising manager Ethel Norling is the first to admit that advertising, radio-tv promotion in particular, has had a lot to do with the fact that "we've practically run out of cars." Renault expects sales for the current year to hit 48,000 units for a gross volume of $81.6 million.

Miss Norling has worked with a budget "in excess of $1 million," excluding co-op and dealer expenditures, formidable in themselves. They'll become larger should the Renault field force heed her suggestions. Renault is particularly concerned about getting dealer-distributors in the Middle West to beef up broadcast spending.

Outside of a few special eastern markets, Renault has been relying on its key distributors to place broadcast campaigns—partly with factory support. The area that apparently is ripe for some hot radio-tv salesmanship is the Middle West where Renault recently assigned its distributorship to Chicago's Lake States Inc. To date, there's been "little" radio-tv spot for Renault in Illinois, Indiana, Ohio, Michigan and Wisconsin. Another area recommended for more spot is the widely-scattered Kansas, Missouri, Nebraska, North and South Dakota territory administered by Wichita's Shidlar Motors.

Why is Renault so revved up about radio-tv? Says Miss Norling: "it's an economical way to advertise an economical car. . . ."

FILLING up at the radio-tv tank

BACKING out of Mathes garage

KADY Listeners' Nays Have It In Station's Liquor Ad Survey

A heavy majority of listeners responding to a liquor poll conducted by KADY St. Charles, Mo., are opposed to advertising of whiskey on radio and tv, according to a summary issued by the station.

Of 170 replies, 149 opposed and 21 favored whiskey advertising on the air. The station ran six announcements from Nov. 19 through Dec. 5 inviting comment from listeners.

"We're convinced that the vast radio and tv audience is not ready for whiskey advertising, at least not during the day," said William R. Cady Jr., KADY president. "Most of the replies against such advertising mentioned the fact that too many children would hear the commercials."

The station poll was inspired by a BBDO request asking if the station would take hard liquor advertising. The request was made through Broadcast Time Sales of New York, its representative.

Mr. Cady added, "In reviewing the answers we received, we find that those who wrote in favor of accepting liquor advertising wrote only a few lines, made only a short reply, while those against it answered at length. There were no 'crank' answers and only one writer found fault with the station for asking its listeners about the subject."

WEAVER MAY RETURN TO MADISON AVENUE

- M-E talks to ex-NBC head
- Negotiating tv consultancy

McCann-Erickson is ready to launch Sylvester L. (Pat) Weaver Jr. on a new leg of his career: that of tv consultant at the agency. The Weaver talents may be signed by McCann-Erickson as early as this week.

Negotiating for the past several weeks with Mr. Weaver has been C. Terence Clyne, McCann-Erickson's senior vice president for corporate tv-radio services, who has been in close contact with the former NBC chairman for more than a year.

If the pact is closed—and apparently the agency thinks it will be—Mr. Weaver will work side-by-side at McCann-Erickson with a former NBC associate, Thomas A. McAvity, vice president in charge of tv-radio programming (New York), and with George Haight, vice president in charge of tv-radio programming (Los Angeles). Mr. McAvity was an NBC executive vice president for tv network programs and sales at the time Mr. Weaver left NBC in 1956.

Association of Mr. Weaver with McCann-Erickson, No. 2 broadcast billing agency this year, will mark his return to active agency participation after nine years (he stepped out of Young & Rubicam as radio manager to take charge of Lucky Strike advertising about 20 years ago, returned to Y&R as a top radio-tv executive in 1947 and left in the summer of 1949 to join NBC-TV).

MR. WEAVER

There is no doubt that M-E wants Mr. Weaver for the aid he can render in the planning and supervision of television programming handled through the agency. In his consultancy post, Mr. Weaver would act autonomously and make his services available to Messrs. McAvity and Haight but under Mr. Clyne's general supervision.

Unaffected would be Mr. Weaver's current affiliation as consultant to Kaiser Industries and his other program production activities. Mr. Weaver recently entered the McCann orbit indirectly as the tv adviser to New York Gov.-elect Nelson A. Rockefeller (Marschalk & Pratt Div. of M-E handled the New York GOP in the November election).

Just where Mr. Weaver would apply his creative know-how is difficult to ascertain but there are 14 network shows at M-E. The agency has an overall billing of more than $200 million, approximately half in the broadcast media, with $61 million in network tv alone.

Among M-E's top network tv advertisers: Liggett & Myers (Chesterfield and Oasis cigarettes), Westinghouse Electric, Buick Div. of General Motors, Bulova Watch, National Biscuit, Helene Curtis, Bell & Howell and Colgate-Palmolive.

McCann-Erickson meantime put into motion a structural reorganization, setting up its executive responsibility along regional lines. The agency's 10 domestic offices were grouped into three regions:

Eastern—New York, Atlanta, Boston and Detroit. Robert E. Healey, executive vice president, will supervise, and Paul Foley, senior vice president, becomes manager of the home office in New York.

Midwestern—Chicago, Cleveland and Houston. Emerson Foote, senior vice president, is in charge.

Pacific—Los Angeles, San Francisco and Portland. Phipps L. Rasmussen, vice president, supervises the region and continues to manage San Francisco.

Pepsi Tv Spectacular, Series On Agenda at Goodson-Todman

Plans for the Pepsi-Cola Co.'s heavy investment in television in 1959 were revealed last week when Goodson-Todman Productions, New York, announced that Pepsi-Cola will sponsor a live 90-minute network spectacular in April as well as a half-hour dramatic film anthology in a combination network and spot buy for Pepsi bottlers throughout the country.

Though no figures could be ascertained, it was reported that the spectacular, which will be produced with the cooperation of the National Academy of Recording Arts and Sciences, will run into more than $400,000. The filmed drama series, tentatively titled *Pepsi-Cola Theatre*, is expected to run to "several million dollars" for production and time costs. Networks have not been selected either for the spectacular or the series.

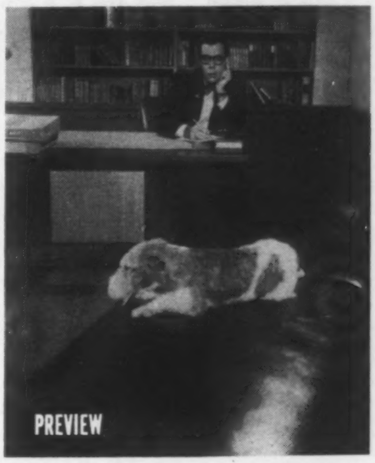
G-T, which disclosed the Pepsi transactions as part of a rash of new business at the company, also announced it has signed a contract with NBC-TV to produce 39 episodes of the *Philip Marlowe* detective series for showing on NBC-TV starting either in April or the fall. G-T added that the company will begin production shortly on the pilot film of *Heave Ho Harrigan*, a situation comedy.

Burnett Integrates Marketing Under Greeley, Promotes Wright

Leo Burnett Co., Chicago, has integrated marketing, media and research functions into a single marketing services division under Joseph M. Greeley, vice president.

In the new setup announced last week, Leonard S. Matthews, vice president in charge of media, will be in charge of both media and research departments. John Coulson continues as head of research and Thomas A. Wright Jr. in charge of media. Mr. Wright, who has been manager of the media department, also was elected a vice president. Broadcasting operations under William McIlvain, vice president in charge of radio-tv, are not directly involved.

Mr. Matthews joined Burnett from A. C. Nielsen Co. in 1947 and has been a vice president since 1956. Mr. Coulson, research manager since 1954, was elected a vice president this past March. Mr. Wright joined the agency in 1955 after service with NBC and became media manager last year.



TURNABOUT: A DOG ORDERED ON COUCH

Even dogs can become frustrated these days. And psychoanalysis can help them to live with their neuroses, with a substantial assist, of course, from such high-protein victuals as Rival dog food.

This approach highlights a new tv film commercial created for Rival by its agency, Guild, Bascom & Bonfigli, San Francisco, and designed for use on several syndicated tv film programs in 26 markets, starting next month.

The 90-second commercial stresses that many dogs today suffer from lack of exercise. It pictures a Fox Terrier under analysis who dreams he is a Great Dane. The psychiatrist concludes: a frustrated desire for violent exercise and advises:

"But he must accept himself for what he is—a typical modern dog who can't get enough exercise. And the answer for him is not in dreams—but in Rival Dog Food—the modern dog food made especially for today's dogs that don't get enough exercise."

The commercial was produced by Sigal Productions, Los Angeles. The script was by Bud Arnold and Gene Thompson, under the supervision of Courtenay Moon, GB&B vice president.

FRUSTRATED FIDO *under psychoanalysis (top photo) finds Rival dog food helps his neuroses (below).*

LIGHT TOUCH CAN BRING HEAVY SALES

Puppet stars of Wilkins Coffee spots are turned into a hot premium

The Wilkins Coffee Co. of Washington, and its agency, M. Belmont Ver Standig Inc., are really not greedy. They would have been fairly content just to continue to have the "best-liked" television commercial ever rated by ARB in the Washington market—or any other market—with the steady increase in sales that goes along with it to give Wilkins a third of total coffee sales in the area.

But a company must look out for the goodwill of its customers. And most if not all these customers are the impassioned fans of a pair of puppets named Wilkins & Wontkins, who indulge in some of the most slapstick antics since the Keystone Kops to wheedle tv watchers into buying Wilkins coffee and tea.

Accordingly, company and agency—after 13 months of successful use of its puppet commercials—yielded to the obvious and inevitable late last month: Viewers were offered vinyl replicas of Wilkins & Wontkins—suitable for do-it-yourself puppetry—at the $1 cost of producing the toys, plus part of the opening strip from a can of Wilkins coffee, the label from a jar of Wilkins Instant or Decaffeinated coffee or the top from a box of Wilkins tea.

The premium offer began Nov. 21 with a series of ads in the Washington newspapers introducing Wilkins Decaffeinated coffee. The premium promotion was extended to television Dec. 5 with a 20-second spot daily on each of three local tv stations. The next step will come as Wilkins converts its product labels to include the puppet offer. It's still too early yet to determine the full impact of the premium promotion, but Wilkins last week was counting orders in the thousands.

The "Stars" in Profile • The cuddly editions of Wilkins & Wontkins stand eight and seven inches high, respectively. Will, as he is called in the Ver Standig shop, is as positive as his name implies and wears the cheerful look of a young frog who has just discovered he can croak. Wontkins, who hasn't even an apostrophe to his name, looks as if he has just swallowed something that tastes bad—"X" brand coffee, perhaps. His head is pointed, his eyes pop and his mouth droops. By some strange fate his pear shape happens to fit daddy's or mummy's hand much better than Wilkins.

The Wilkins & Wontkins premiums are possibly the only ones that ever became so popular through exposure of the originals on tv commercials—not programs—that they were created by viewer demand. The characters, called "muppets" from a Lewis Carroll-like fusion of "marionette" and "puppet," first began appealing to the risibilities of the area tv audience Nov. 1, 1957. They became so popular immediately with both adult and child audiences that the Ver Standig agency soon became quite busy parrying requests from viewers who just happened to think what ideal toys the puppets would make and decided to write in.

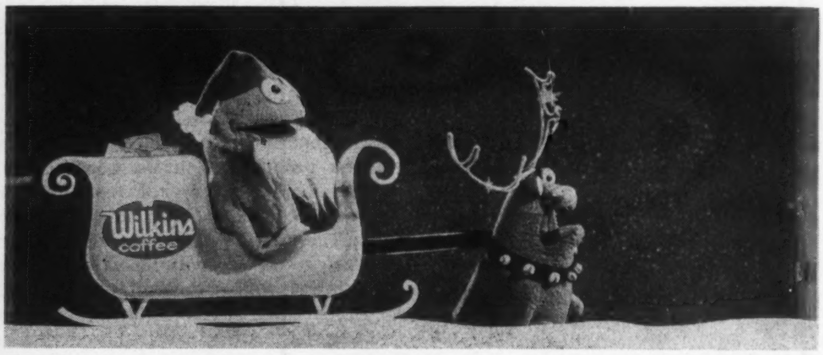
"There's such a thing as glutting the market," says Jim Young, agency creative director and copy chief, with tongue in cheek and eye on the comfortable Wilkins sales charts. He explains that the advertiser and agency didn't want to shoot up all their ammunition at once and were giving the first peak of the muppet craze a little time to level off.

Because of their year's exposure on television, the Wilkins & Wontkins toys didn't come into a townful of strangers. A day or so after the first premiums arrived, a ship's captain who is a friend of Mr. Ver Standig went into a local supermarket carrying a pair of the vinyl toys. As he walked through the store he soon noticed a crowd of children and grownups were following him: that is, most of the 40-or-so customers in the store. They asked if he was the man who did the "Wilkins" tv commercials.

The Wilkins Image • Agency executive Young likes to tell that story and similar ones to show that the muppets have successfully performed the all-important function of product identification; to viewers, says Mr. Young, they are not "tv muppets," but the "Wilkins tv muppets."

One thing that helps to retain this iden-

THE MUPPETS IN ACTION



Wilkins coffee's merrily insouciant approach to the Christmas selling season shows that there may be two ways of looking at it, as is shown here by the holiday tv commercial illustration featuring the Wilkins & Wontkins "muppets." Santa (portrayed by Wilkins) drives sleigh drawn by reindeer (Wontkins) and sparks this exchange:

◀ WILKINS: *"Merry Christmas! It's a joy to bring Wilkins coffee to so many people at Christmas."*

WONTKINS (dourly): *"It's a joy to* ➤ *you—You aren't pulling the sled."*

Washington's favorite tv actors are equally adept at putting across the Wilkins sales message and making their audience laugh in any number of other situations. Some sample dialogues from the 43 commercials now going the rounds include a cannon scene, a pie-throwing scene and a "thinking man" scene, the last having a lisping and hilarious resemblance to a familiar cigarette commercial:

WILKINS (sitting on can of coffee, pointing cannon at Wontkins): *"Okay, buddy, whaddya think of Wilkins?"*

WONTKINS (sourly): *"Never tasted it."*

WILKINS (fires cannon: BOOM! Wontkins disappears in cloud of smoke; Wilkins turns cannon toward audience): *"Now what do you think of Wilkins?"*

* * *

WILKINS (behind counter, Wontkins in front, at small restaurant): *"Want some Wilkins coffee with your pie?"*

WONTKINS (grumpily): *"Naw! just gimme the pie."*

Wilkins lifts pie and shoves it into Wontkins' face. The meringue-faced Wontkins turns to glare at audience.

WILKINS (with sympathy): *"Sure you wouldn't like some Wilkins to wash it down?"*

* * *

WONTKINS (in water, bobbing up and down): *"I'm thinking! I'm thinking! Thave me!"*

WILKINS (rowing up in boat, and holding out can of Wilkins coffee): *"Have some Wilkins coffee!"*

WONTKINS (coming up once more): *"Why?"*

WILKINS: *"It's a thinking man's coffee."*

Wontkins, bubbling, sinks slowly to bottom.

POWERFUL NEW W·I·T·H DRUG MERCHANDISING!

- Covers 30 of the highest volume independent stores in Baltimore!
- Two weeks display of your product on the big WITH Drug Merchandising display stand in all participating stores!
- In-store poster displays of your product in all stores!
- Jumbo mailings to *every* retail drug store in the Baltimore Metropolitan area!
- Many more merchandising "pluses"! No other Baltimore radio station has anything like it! Get full details—now.

as advertised on
W·I·T·H
123 ON YOUR RADIO

Write to Radio W·I·T·H Baltimore 3, Md.

or contact the W-I-T-H national representative nearest you:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast

VIEWED MOST*

VIEWED MOST*

VIEWED MOST*

*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco tification, besides the ever-present coffee can or jar in the Wilkins commercials, is the way the name of the product is made an inextricable part of the dialogue.

That dialogue, between the irrepressible coffee and tea salesman, Wilkins, and his skeptical and long-suffering pal, Wontkins, is what keeps Washington tv viewers glued to their sets so they can repeat it next day to someone who might not have been so fortunate as to hear it first hand. And Wilkins doesn't mind that little bit of plagiarism, either.

The Wilkins commercials, 7¼-second "mellow dramas," feature Wilkins & Wontkins in an endless number of comedy situations. Wilkins makes the sales pitch for the product, quite often irreverently, while Wontkins invariably winds up on the butt end of the joke as he plays it dumbly straight. (See examples, page 32.)

Such combinations of repartee and action have so captivated Washington that they have been quoted at countless parties and lunch-table conversations. Newspaper columnists facing a dull day fill their allotted space with Wilkins & Wontkins dialogues. The m.c. of one of the city's highest-rated personality shows on radio once reeled off 10 W&Ws verbatim in a burst of generosity and admiration toward the competing tv performers.

Sometimes a new Wilkins & Wontkins can be near-disastrous. One local tv performer, coming on with a sincere-type live commercial one evening immediately after the fantastic muppets, was near tears and had lost so much of his usual composure from laughing at the zany pair that his audience would have been startled if they had not been in the same hysterical condition. Newscasters following the muppets sometimes find themselves imparting events of the utmost gravity, broken by frequent snickers.

The idea for the Wilkins tv commercials came last year when a five-minute local tv show caught the fancy of John H. Wilkins Jr., president of the Wilkins Coffee Co., who felt that a "soft sell" tv campaign built around puppets might hold possibilities for his products. M. Belmont Ver Standig, president of the Washington agency that handles Wilkins, was quick to see the point. The client and agency heads reasoned that tv puppet characters, acting out a series of amusing situations, would set Wilkins advertising apart from that of Wilkin's competitors, larger coffee companies with national distribution.

How They Were Pre-Tested • The tv show's creators, James Henson and Jane Nebel, graduate art students at the U. of Maryland and Catholic U., were persuaded to join the Wilkins-Ver Standig team, and with Messrs. Ver Standig and Young set to work on the commercial series. The two creators designed two dozen puppets, they were submitted to a consumer panel and the two favorites of more than 70% of the panel became Wilkins & Wontkins.

The 7¼-second tv spots were put on the air, a total of 36 a week on three Washington tv outlets. After 13 weeks Wilkins coffee sales had jumped 30% and the company began to realize it had a tiger by the tail. This began to be evidenced by the reaction from viewers, who wrote in to Wilkins to express their appreciation. One enamored fan asked that a schedule of the commercials be run in the newspaper so he wouldn't miss any.

Although the Wilkins & Wontkins spots are run-of-schedule, the Ver Standig agency, which has earned package plan rates by placing more tv billing than any other Washington agency, doesn't have to worry about

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for 2 Weeks Ending Nov. 8

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Wagon Train*	17,835
2.	*Gunsmoke*	17,748
3.	*Shirley Temple's Storybook*	15,443
4.	*Ed Sullivan*	14,616
5.	*Have Gun, Will Travel*	14,573
6.	*Danny Thomas*	14,486
7.	*Perry Como*	14,442
8.	*Sugarfoot*	14,399
9.	*Cheyenne*	14,312
10.	*Maverick*	14,312

Rank		% Homes*
1.	*Wagon Train*	41.9
2.	*Gunsmoke*	41.7
3.	*Shirley Temple's Storybook*	36.1
4.	*Sugarfoot*	35.3
5.	*Rifleman*	35.0
6.	*Cheyenne*	34.9
7.	*Have Gun, Will Travel*	34.5
8.	*Maverick*	34.5
9.	*Ed Sullivan*	34.2
10.	*Danny Thomas*	34.1

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Jack Benny (CBS-175): American Tobacco (BBDO), Sun. 7-7:30 p.m.
Chevy Show (NBC-176): Chevrolet (C-E), Sun. 9-10 p.m.
Cheyenne (ABC-126): National Carbon (Esty), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.
Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.
Desilu Playhouse (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	16,922
2.	*Wagon Train*	14,660
3.	*Have Gun, Will Travel*	13,920
4.	*Danny Thomas*	13,268
5.	*Shirley Temple's Storybook*	12,789
6.	*I've Got A Secret*	12,702
7.	*Jack Benny*	12,659
8.	*Maverick*	12,441
9.	*Wyatt Earp*	12,224
10.	*Wells Fargo*	12,006

Rank		% Homes*
1.	*Gunsmoke*	39.7
2.	*Wagon Train*	34.4
3.	*Have Gun, Will Travel*	33.0
4.	*Rifleman*	32.0
5.	*Danny Thomas*	31.2
6.	*Maverick*	30.0
7.	*Shirley Temple's Storybook*	29.9
8.	*I've Got A Secret*	29.8
9.	*Jack Benny*	29.6
10.	*Wyatt Earp*	29.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minute.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R) Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-148): Lever (JWT), Whitehall (Bates), Sat. 9:30-10 p.m
I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.
Maverick (ABC-132): Kaiser, Drackett (Both Y&R), Sun. 7:30-8:30 p.m.
Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.
Sugarfoot (ABC-126): American Chicle (Bates), Luden's (Mathes), Tues. 7:30-8:30 p.m.
Ed Sullivan (CBS-159): Mercury (K&E),

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 1-7

Rank		No. Homes (000)
1.	*Perry Como*	12,454
2.	*Danny Thomas*	12,038
3.	*Gunsmoke*	11,887
4.	*Loretta Young*	11,748
5.	*Desilu Playhouse*	11,265
6.	*Wyatt Earp*	10,968
7.	*Chevy Show*	10,428
8.	*Have Gun, Will Travel*	10,311
9.	*Wagon Train*	10,097
10.	*Wells Fargo*	9,902

Rank		% Homes
1.	*Perry Como*	35.5
2.	*Danny Thomas*	35.4
3.	*Gunsmoke*	35.0
4.	*Loretta Young*	33.8
5.	*Desilu Playhouse*	33.1
6.	*Wyatt Earp*	32.9
7.	*Have Gun, Will Travel*	30.5
8.	*Rifleman*	29.7
9.	*Chevy Show*	29.6
10.	*Wagon Train*	29.4

Copyright 1958 Videodex Inc.

Eastman Kodak (JWT), Sun. 8-9 p.m.
Shirley Temple's Storybook (NBC-180): John H. Breck, Hills Bros. coffee, National Dairy (all Ayer), Sun. 8-9 p.m.
Danny Thomas Show (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.
Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.
Wells Fargo (NBC-163): American Tobacco (SSC&B), alternating with Buick Dealers of America (M-E), Mon. 8:30-9 p.m.
Wyatt Earp (ABC-159): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.
Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

getting them in prime time. The three local tv outlets became quickly aware of the muppets' popularity, with the predictable result that a large share of them are placed adjacent to programs in prime tv time. Many viewers dared not budge from their tv sets all evening for fear of missing one of the 7¼-second "mellow dramas."

Though Wilkins & Wontkins were immediate hits, this spontaneous rapport between actors and audience didn't come about entirely by coincidence. Since the beginning every Wilkins tv muppet spot has been pre-tested by a system Ver Standig feels is sure-fire. The spots are made available for previewing, before airing, to civic organizations, clubs and school groups, whose members are only too happy to write down their reactions to each one.

Even at that Wilkins misses no bets and shows the not-so-popular spots at least once, if only for the sake of collectors and connoisseurs. But the daffier ones get additional mileage with multiple exposures. Wilkins is not too snooty to yield to viewer requests for more of the same.

With all the hue and cry about the muppet commercials, the Ver Standig agency turned to ARB in April to find out just what Wilkins & Wontkins had wrought in Washington's tv households. The result exceeded their most rash speculations: The Wilkins pair was rated "best-liked" by 50.1% of the viewers, with 5.1% for runner-up Maypo cereal spots. The 16-market survey had Wilkins overshadowing such powerhouses as Piel's beer in New York (39%) and Hamm's beer in Minneapolis-St. Paul (38.3%).

Since then Wilkins' ARB has climbed and leveled off in the 60s, with a high of 66%, believed to be a record for an ARB rating. Wilkins' latest Washington rating, for November, is 60.2%—more than 16 times that of second-place Maypo (3.7%).

Verifying Those Figures • Just after the first ARB report last spring, Ver Standig engaged Data Unlimited, a local organization which maintains a consumer panel of 500 tv homes considered representative of the Washington market's socio-economic makeup, to make a similar survey of "best-liked" commercials. The DU figure was 52%, within 2% of the ARB rating. Mr. Young feels even that difference can be accounted for when it is considered that the percentage figure for the Wilkins commercial at that time was still rising, as later ARB figures bore out.

Wilkins, which has distribution only in the Washington, Baltimore and Richmond major markets, also introduced its muppet commercial in Baltimore with most gratifying results. With only 13 spots weekly on a single tv station, Wilkins & Wontkins grabbed first place with a 19.9% rating, while coffee sales increased 30% to 40%, according to an account in the *Tea and Coffee Trade Journal*. Remembrance value of the Wilkins spots in Baltimore was shown by ARB's survey for the full month of August. Although Wilkins took a hiatus in Baltimore tv from July 22 to Sept. 15, Wilkins' muppets placed second for "best-liked" commercial during August with 10.5%, compared to Gunther beer's 13.4%.

O R S ®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Dec. 15-19, 22-24 (2-2:30 p.m.) *Truth or Consequences*, participating sponsors.

Dec. 15-19, 22-24 (2:30-3 p.m.) *Haggis Baggis*, participating sponors.

Dec. 15, 22 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey Adv.

Dec. 15, 22 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Dec. 16 (8-9 p.m.) *George Gobel Show*, Liggett & Myers through McCann-Erickson and RCA through Kenyon & Eckhardt.

Dec. 17, 24 (8:30-9 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Dec. 17, 24 (9-9:30 p.m.) Milton Berle, Kraft Foods Co. through J. Walter Thompson.

Dec. 18 (10:30-11 p.m.) *Masquerade Party*, P. Lorillard through Lennen & Newell.

Dec. 19 (8-9 p.m.) *Ellery Queen*, RCA through Kenyon & Eckhardt.

Dec. 20 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Dec. 21 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt and R.J. Reynolds through Wm. Esty.

Dec. 21 (8-9 p.m.) *Shirley Temple Storybook*, Hill Bros., Breck, and National Dairy all through N.W. Ayer & Son.

Dec. 21 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Dec. 23 (8-9 p.m.) *Eddie Fisher Show*, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

In another ARB survey for "best-liked" tv commercials all over the country, the Wilkins spots, aired only in Washington and Baltimore which represent only 4% of the national tv market, placed among the top 20 commercials with 1.9%, equalling or bettering such nationally advertised products as Newport cigarettes, Winston cigarettes, Kaiser foil, Ipana toothpaste, Ivory soap and Alka Seltzer.

Starting in Washington with 36 W&W commercials weekly Nov. 1, 1957, Wilkins increased to 45 the first of this year and in mid-November stepped up exposures to 62 weekly. For the premium offers, which take longer to describe than it does to sell Wilkins alone, one 20-second spot is being aired daily on each of three tv stations, and a single spot daily in Baltimore. In Baltimore, the client is considering an increase in its present schedule of 13 times weekly, which most likely will boost its latest (November) second-place 17.5%. National Bohemian beer holds the top spot with 38.9%.

Have Muppets, Will Travel • Nothing succeeds like success, Ver Standig has found, and the agency, which has the muppet creators under contract, is producing similar muppet commercials for four other advertisers in other top markets, with each adapted to their respective products. These include Nash's coffee, Minneapolis, starts about Dec. 21, through Campbell-Mithun; LaTouraine coffee, Boston, started Oct. 27, through Hoag & Provandie; Kraml milk, Chicago, started Oct. 30, through Wright, Campbell & Suitt, and Faygo Beverages, Detroit, starting next Jan. 1, through W.B. Doner & Co.

Ver Standig produces the tv muppet commercials for other advertisers not competitive with Wilkins at three for $7,500. One agency already using the muppets has indicated interest in the premiums, too, and other agencies have inquired about the muppet commercials.

Of the 43 W&W commercials already produced, 26 have been exposed on tv to what the agency considers the optimum capacity, and 17 more are ready to be shown. Wilkins and Ver Standig apparently feel W&W are going to be around for some time to come, for 40 more are in the creative or production stage.

As one might reasonably suspect, the major part of the Wilkins Coffee Co. budget is in television. But the Ver Standig agency, which has handled the Wilkins account the past seven years, says it has used radio and newspapers from time to time for Wilkins with success. The Washington roasting house, which has more than held its own against Maxwell House, Chase & Sanborn and other larger coffee companies, is of the philosophy that the medium is not necessarily ascendant to the idea; that a brilliant ad idea can always find a suitable medium.

Ver Standig's Jim Young, who is riding herd on what is coming to be thought of as the outstanding regional tv success of the year, is a very busy man these days. He helps co-creator Henson write scripts for Wilkins & Wontkins, coordinates production of the tv commercials with the studios and the young creators, oversees the muppets premium promotion and tries to keep the ever-growing Wilkins & Wontkins fan club happy.

Vignette of Success • For that reason he can sometimes be a hard man to talk to because his telephone keeps ringing. While he was making a couple of final points about the Wilkins tv story, the phone rang once more. It was a woman who had bought ten sets of muppets (or 10 cans of Wilkins coffee) for the children in her neighborhood. Her query:

Would Mr. Young be so good as to send over several scripts of the Wilkins-Wontkins dialogues so the kids may do their own Wilkins commercials?

"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957
SHARE OF AUDIENCE
Metropolitan Area

	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affilated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

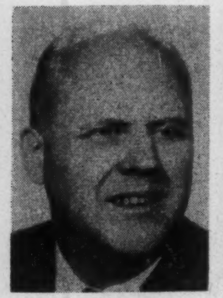
DONALDSON ARF BOARD CHAIRMAN

Ben R. Donaldson, Ford Motor's advertising consultant, was elected Thursday (Dec. 11) as chairman of the Board of Advertising Research Foundation, succeeding Wallace H. Wulfeck, executive vice president of William Esty Co. who served in the post for two years.

MR. DONALDSON

Arno Johnson, vice president, J. Walter Thompson, was elected vice chairman succeeding Mr. Donaldson. Mr. Johnson had served as treasurer for two years. Frank W. Mansfield, director of marketing research for Sylvania Electric Products and an ARF director since December 1954 was elected treasurer. Hugh M. Beville Jr., NBC's vice president, planning and research, was elected for a two-year directorship and Richard J. Babcock, president of *Farm Journal*, for a three-year term.

Among those re-elected: (officers) A.W. Lehman, managing director; D.B. Lucas, technical director, and Gilbert H. Weil, general counsel, with ARF; (directors) Mr. Wulfeck; Vincent R. Bliss, Earle Ludgin's president; Lindon O. Brown, Dancer-Fitzgerald-Sample, vice president; Rex M. Budd, Campbell Soup advertising director; William R. Farrell, Monsanto Chemical advertising director; Donald S. Frost, Bristol Myers vice president-advertising director; Frederic R. Gamble, American Assn. of Advertising Agencies president; Arthur Hull Hayes, CBS Radio president; Charles A. Pooler, Benton & Bowles senior vice president; Harry F. Schroeter, National Biscuit advertising director; C.L. Rumrill, president of the Rumrill Co.; Paul B. West, Assn. of National Advertisers president, and others.


MR. JOHNSON

MR. MANSFIELD

In a report as retiring chairman, Dr. Wulfeck cited television and audience research as one important area where there exists a great need for basic research of the sort that might be undertaken by ARF but he noted also that this is a very difficult area. Despite the difficulty, however, he expressed hope that ARF's radio-tv committee would be able to come up with a recommendation regarding further exploration of the subject.

Other areas which Dr. Wulfeck thought important for ARF study included methods of studying the components of effective advertising (such as copy, whether broadcast or print) and how much advertising, with some $11 billion being spent on it, the consumer is able to absorb.

Mr. Lehman reported that ARF's income this year from projects conducted in cooperation with radio-tv, set census, for example, would be about $48,000. He also said that out of a total income of more than $300.000 approximately 25% came voluntarily from media for special studies (including the set census) or consultations on research procedures.

Mr. Donaldson, reporting as chairman of the subscriptions committee, said that 14% of ARF's media income derives from am-tv; 61% from magazines, 11% from newspapers,, 11% from business papers and 3% from other media. He said that at the end of 1957 ARF had 64 advertisers, 78 agency and 74 media subscribers, with each group contributing about 30% of ARF's income and the rest coming from founder, international and academic subscribers.

Four New Partners at Mayers Co.

On Jan. 1, 1959, the Henry Mayers Co., Los Angeles, will change its name to Davis, Johnson, Anderson & Colombatto. Each of the four new principals has been with the agency for many years and each becomes owner of one-fifth of the stock, with Henry Mayers, who founded the agency more than 30 years ago and has headed it ever since, retaining one-fifth interest and his position as president. Don Johnson, oldest member of the new team in point of service, heads the media department and supervises internal operations. Robert Davis, next oldest in Mayers Co. service, is in charge of client services. Robert Colombatto is head of the radio and television department. George Anderson directs the art and production departments. Mr. Mayers supervises all client planning.

In announcing the reorganization to the agency's clients, Mr. Mayers said: "My four associates have been largely responsible for day-to-day service to all local clients. . . . It places all agency management decisions in the hands of the same men to whom our clients look for guidance and service."

Red Heart $1 Million Looking

John Morrell & Co. (Red Heart dogfood), Chicago is expected to announce agency in next fortnight for $1 million account dropped last week by Campbell-Mithun. Company has received several inquiries from interested agencies, according to F. J. Torence, advertising director, but has not yet heard formal presentations. Morrell has used limited spot radio and tv (mostly in Carolinas) on test basis.

ABRAMS: *man with a plan*

Abrams Suggests Co-op Video Ratings in Depth

Formation of a cooperative tv rating service providing depth studies of viewing habits was proposed Dec. 9 by George J. Abrams, vice president of Revlon Inc. Addressing the Washington Ad Club, he said advertisers, agencies and networks should create an Audit Bureau of Television, using the personal coincidental interviews to measure quantitative and qualitative circulation.

Mr. Abrams first advocated use of the personal coincidental interview technique last spring following a Syracuse, N. Y., experimental study conducted by the M. A. Wallach research firm [LEAD STORY, Mar. 31]. He helped finance the study. Additional tests were conducted in other cities.

Advertisers, spending $1.5 billion on tv, have a right to question whether present rating services tell them what they should know, Mr. Abrams told the Washington club. This information should include size of audience, age, sex, income, brand usage, intent to buy, program attitude, viewing habits and similar data. He detailed his objections to information supplied by Nielsen, American Research Bureau-Arbitron, Pulse and Trendex.

"Unless the broadcasting industry accepts its responsibility and delivers the sponsors of America a single, valid, reliable rating report showing who is viewing, when they're viewing, and what they're viewing, I believe they will force the FCC to take over measurement control of the American television audience," he said. He also suggested FCC has moral responsibility for the programming fare on the air.

Mr. Abrams said his proposed depth studies would cost probably $4 million a year for monthly tabulations of tv audience viewing of every network program, with interviews in approximately 100,000 homes during each rating week. Present services cost more than this, he added.

The proposed rating project was outlined to the Assn. of National Advertisers last month by Mr. Wallach [LEAD STORY, Nov. 10, 17]. Mr. Abrams is chairman of the ANA Radio-Tv Committee.

Members of the FCC at the head table—Chairman John C. Doerfer, Rosel H. Hyde and Robert E. Lee—had no comment.

CALHOUN
LAFAYETTE
UNION
ASHLEY
CHICOT
El Dorado
COLUMBIA
WEBSTER
CLAIBORNE
UNION
MOREHOUSE
Bastrop
WEST CARROLL
BOSSIER
EAST CARROLL
Bossier City
LINCOLN
Monroe
Ruston
RICHLAND
MADISON
OUACHITA

the shortest distance between two points...

THE NEW...POWERFUL

KTVE

The points in question are the cities of El Dorado, Arkansas, and Monroe, Louisiana.

Together, they form the hub of a newly-created television market—the "LA-ARKLAND" market where 810,100 people live and where annual retail sales are in excess of $600,000,000! Coverage of this vital, growing market is yours through the facilities of the new, powerful KTVE.

Operating on Channel 10 from the tallest tower in the Mid-South (1352′ a.a.t) full-power KTVE delivers top NBC programming and the best in syndicated and feature length films to a rich, 27-county television market.

Complete your coverage in Louisiana and Arkansas with the market created by—and served by—the new KTVE.

KTVE
is now represented nationally by
WEED TELEVISION CORPORATION
NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • BOSTON • DES MOINES • HOLLYWOOD

NEW CENTER

VIDEOTAPE

R OF CREATIVITY

This is the symbol of
VIDEOTAPE CENTER
The new Videotape*
center is open.
It is sponsored by
those who have
made the Videotape
system possible
and practical. Its
only business is
superlative Videotape
production.

VIDEOTAPE CENTER
offers the creators
and craftsmen
of TV commercials
and programs the
largest independent
studio facilities
and staff, and the
finest electronic
equipment—to give
reality to ideas—
imaginatively,
precisely, instantly
and before
your very eyes!

VIDEOTAPE CENTER
welcomes the
opportunity to show
you why it should be
the new center
of your activity
whenever you want
to take advantage
of the unique
combination of
speed, lower cost and
highest quality
provided exclusively
by Videotape.

Videotape Productions
of New York, Inc.
HOWARD S. MEIGHAN, President
205 West 58th Street
Phone: JUdson 2-3300

"J," feeling Jolly
Because of the season,
Dons a Santa Claus suit
For a mighty good reason!

'Tis right before Christmas
And all through the land,
Hundreds of sponsors
Are feeling just grand!

Their spirits are high
And not from libation.
An increase in sales
Has caused their elation!

Hundreds of thousands
Of L.A. adults
Heard their commercials
And produced big results!

The Los Angeles station
Which did this big task
Was KHJ Radio.
"How?" You may ask.

KHJ's Foreground Sound
Is, simply, the answer.
No Santa, no sleigh,
No Dasher, no Prancer.

We hope we've helped *you,*
Or that we soon might!
Meanwhile, Merry Christmas
And to all a good night!

KHJ RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

WHAT TO EXPECT FROM RATINGS

Don't let your judgment (or slide rule) get out of focus when you base a tv buying decision on ratings, Bud Sherak of Kenyon & Eckhardt, warned colleagues in a talk before the Radio & Television Executives Society last week (see below).

Mr. Sherak outlined various do's and don'ts and how "y" may come out looking like "z". Or, as he put it, these fit in the category of what information a timebuyer "can and ought" to get from the media research department in his agency.

They follow in summarized form:

Use total area ratings instead of metro area ratings—Station "A" can reach fewer tv households in a metropolitan area than station "B" when a metro area rating is applied to tv households in that area. But the shoe may be on the other foot when the rating is total station area and based on tv households in that total station area. (Moral: a buyer must understand what the rating is).

Don't buy on the basis of rating points only. Meet the coverage and frequency objectives of the campaign.—On the basis of two different daytime schedules, one might bring in a greater cumulative audience but at the expense of frequency, while on the other hand, frequency may be greater but coverage not important.

Use current ratings data for relative shares of audience, and use estimates of sets-in-use for the actual period.—He showed how a certain time slot appears to have the better rating than another when current sets-in-use figures are used but the situation is reversed when figures for the comparative period the campaign will run are used. (In his example, it was a drop in sets-in-use for a certain time slot during those particular months which threw the estimates in reverse).

Study the variation in sets-in-use by time of day—Example discussed was a choice of the agency of two corporate tv station network properties into which the buy for a product can be only one (but the product has year-round sales with slight peak in summer months). According to average sets-in-use, average share and average rating, the two programs were nearly identical, but when sets-in-use were studied on a per month basis the June-August period showed up stronger in one program than it did in the other. Therein lies the choice.

Make sure the audience is right for the product.—Shown was a wide variance in ratings according to the breakdown in ages of housewives watching three different program types, though in the national rating or women viewers per set the figures turned out to be nearly identical.

Whenever possible use ratings among prospects instead of the general population.—Similar to the situation described above and based on audience composition.

Watch the trends as new competition comes in—Showing year-by-year changes in household rating and audience share of a given program with identity given of program type of the competing show.

Don't always judge a program by its initial ratings.—For this example, Mr. Sherak listed the rating and share for *Real McCoys* on ABC-TV from the time it went on the air in October. The figures showed a gradual build up in the rating and in the share.

Ratings Do's, Don't's By Sherak, Young

A top agency researcher—Bud Sherak, vice president-research director, Kenyon & Eckhardt, New York—flashed the amber signal on faulty tv rating use by agencies and stations during a "Ratings in Action" timebuying and selling seminar held Tuesday (Dec. 9) in New York by the Radio & Television Executives Society.

People who want to use ratings in buying decisions ought to know how and when to use them, not just why, said this agency researcher.

Mr. Sherak appeared on the program along with Adam Young, president of his own radio and television station representation firms.

Basically a tv rating measures audience size but the size can be shown in varying ways and for different purposes, Mr. Sherak emphasized, reciting examples and pitfalls. In most cases where error is committed in this area, the fault is in applying rating percentages to an incorrect base when coming to a decision.

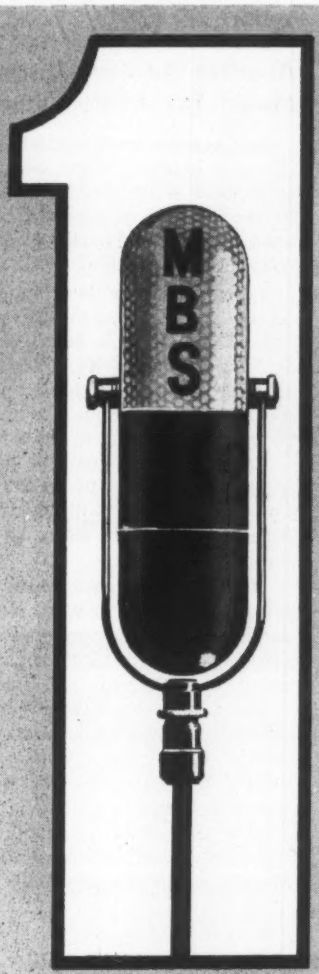
Mr. Sherak devoted much of his talk to presenting hypothetical case histories of tv rating use (see box).

Mr. Young thought a "good" buy in broadcast media ought to be based on research but warned that station salesmen often run into the fight against the "emotional" view to a buy. A buyer many times retains a "mental image" of what a station appeared to be years ago. He advocated very hard selling by salesmen because competitive facts will come out and poor buying decisions often will be avoided.

Mr. Young was critical of station people making the rounds of agencies with tapes of a station's programming. He could not see just how this practice can improve a buy because "how does the buyer know if it is good or poor programming." The buyer, he thought, would be better advised to look at figures on programming results. Figures from ratings, said he, are more reliable than "intuition."

We have a feeling we're being followed...by CBS

And why not? The new programming concept about to be embarked upon by CBS is one we pioneered more than sixteen months ago. So a few words of confirmation to our worthy competitor: This new programming works! We know—our clearances are up . . . and our sales are up. Our sponsors know—they're getting results. And our stations go for it because it's flexible, workable . . . compatible with their local formats. More and more, "the feeling of confidence is Mutual!"



st

• • • • in modern radio network programming—News, Sports, Special Events—essentially non-competitive with TV. Mutual wins powerful listener-loyalty—and station acceptance—with the kind of shows that radio *and only radio* can do best.

• • • • in delivering listeners at the lowest cost per thousand of any network—Radio or Television. Ask us for proof!

• • • • in TOTAL STATIONS and in NEW AFFILIATES. Since the inception of the New Mutual programming concept, 103 stations have joined the World's Largest Network—now 453 stations.

With more and more agencies, advertisers and stations the feeling of confidence

is **MUTUAL**

BROADCASTING SYSTEM, INC. • AFFILIATED WITH HAL ROACH STUDIOS

1440 Broadway, New York 18, N. Y. • Tribune Tower, Chicago, Ill. • 8820 Washington Blvd., Culver City, Calif.

WHO'S NEW . . . ON MUTUAL! THESE IMPORTANT NEW AFFILIATES: WEW, St. Louis, Mo. • WBBW, Youngstown, Ohio • WJMR, New Orleans, La. WTVN, Columbus, Ohio • KMBC, Kansas City, Mo. • WFOX, Milwaukee, Wisc. • KMAP, Bakersfield, Calif. • WOL, Washington, D. C.

100 Markets in NSI Revealed by Nielsen

A. C. Nielsen Co. last week bared its projected market data list by which it will expand its NSI (Nielsen Station Index) service from the present 40 to 100 markets by the end of 1959 [ADVERTISERS & AGENCIES, Dec. 1].

Under the schedule worked out by Nielsen planners, NSI should be blanketing 50 markets by next March, 75 by late spring, touching 100 by November-December. In all of these markets, Nielsen will continue to report on per-broadcast audiences (metro and station total), day and night audience composition, but frequency and depth will depend on markets selected by clients.

Thus, in the first 35 markets (covering the nation's top 30) Nielsen will retain the permanent radio-tv audience panels which provide four-week cumulative data on a standard basis; in the next 15, four-week cumulative data solely on tv will be provided on special order only, and beyond the first 50, report frequency will range from two to four a year with rotating samples for each report. (Report data and formats for markets 36-100 are identical, comprise metro and station total per-broadcast information and audience composition).

Rather than draw up a pat list of 100, Nielsen has come up with a list of 110 "possibilities," assuming that the remaining 10 won't lag far behind in being added. With three new markets being opened this month, Nielsen's NSI now is reporting in 41.

The 110 markets are classified in three categories. The 35 markets classified "A" are fully meter-based and the reporting year averages six to eight months. Ten of these go as high as 10 months and more per year. The 15 "B" markets are those in which NSI guarantees tv measurements only for an average three months of reporting per year; the remaining 50 markets are offered on a basis of tv only, an average two to three measured months per year. Twenty-five of these will be reporting by summer 1959.

"A" markets: Atlanta, Baltimore, Boston*, Buffalo, Charlotte, Chicago*, Cincinnati, Cleveland*, Columbus, Dallas-Ft. Worth, Dayton, Detroit*, Houston, Indianapolis, Kansas City, Los Angeles*, Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul*, New Orleans, New York*, Philadelphia*, Pittsburgh, Portland (Ore.), Providence, St. Louis, Salt Lake City, San Diego, San Francisco*, Seattle, Toronto (Ont.) and Washington*.

(* Denotes top 10 U.S. markets.)

"B" markets (now open): Fresno, Greensboro, N. C., Hartford, Oklahoma City, Omaha, Sacramento and Tulsa. Those slated to be opened shortly: Albany, Denver, Des Moines, Nashville, Norfolk, Va., Richmond, Spokane and Wichita.

"C" markets (to be added in 1959, including 10 that may possibly jump NSI markets to over 100): Albuquerque, N. M.; Amarillo, Tex.; Augusta, Ga.; Bakersfield, Calif.; Baton Rouge, La.; Bay City, Mich.; Beaumont, Tex.; Binghamton, N. Y.; Cedar Rapids, Iowa; Champaign, Ill.; Charleston, S. C.; Charleston, W. Va.; Chattanooga, Tenn.; Chico-Redding, Calif.; Colorado Springs, Colo.; Davenport, Iowa; Duluth, Minn.; Durham, N. C.; El Paso, Tex.; Erie, Pa.; Evansville, Ind.; Ft. Wayne, Ind.; Grand Rapids, Mich.; Green Bay, Wis.; Greenville, S. C.; Harrisburg, Pa.; Jackson, Miss.; Jacksonville, Fla.; Johnstown, Pa.; Knoxville, Tenn.; Lancaster, Pa.; Lansing, Mich.; Lincoln, Neb.; Little Rock, Ark.; Madison, Wis.; Mobile, Ala.; Montgomery, Ala.; Orlando, Fla.; Peoria, Ill.; Phoenix, Ariz.; Portland, Me.; Quincy, Ill.; Roanoke, Va.; Rochester, N. Y.; San Antonio, Tex.; Scranton, Pa.; Shreveport, La.; Sioux City, Iowa; South Bend, Ind.; Springfield, Mass.; Syracuse, N. Y.; Tampa, Fla.; Temple-Waco, Tex.; Toledo, Ohio; Tucson, Ariz.; Utica, N. Y.; Wheeling, W. Va.; Wichita Falls, Tex.; York, Pa., and Youngstown, Ohio.

Grant Staff Switches Complete

The personnel realignment at the New York office of Grant Adv. [ADVERTISERS & AGENCIES, Dec. 8], which resulted in a substantial staff reduction over the past month, is completed, officials of the agency indicated last week. The New York office has been bolstered by the additon of Robert Sutherland, formerly in charge of Grant's offices in Brazil, who has joind the international division. A spokesman said that John Wilson, now in Grant's Detroit office, may be shifted shortly to New York to handle Dodge regional advertising in the east.

Six Gillette Products for DR&J

For Dowd, Redfield & Johnstone Inc., New York, and its Boston affiliate, John C. Dowd Inc., it was a week of ups and downs.

While losing $1 million of Revlon billings effective next month [AT DEADLINE, Dec. 8], the two agencies will gain six new products being introduced by Gillette Safety Razor Co., Boston. Billings are undetermined, the products not yet having been assigned allocations other than initial expenditures to cover test market introduction. All products represent diversification for Gillette, best-known for razors and blades. The new account will be served out of Boston but timebuying is expected to be conducted out of DR&J offices in New York.

Abortive Ad Levy Discourages Media Tax Efforts, Study Finds

Special city taxes on advertising aren't likely to become widespread, according to an analysis of the recent effort of Baltimore to levy taxes on media and advertisers. The analysis was conducted by American Municipal Assn., Washington.

Taxes similar to those adopted by Baltimore and later killed through legislative and judicial action have been "entertained" in St. Louis; Norfolk, Va.; Woonsocket, R. I.; Utica, N. Y., and in the states of Washington and West Virginia. "Nothing has come of them," according to the AMA analysis.

The study continued: "It hardly requires a gift for prophecy to predict that the Baltimore experience will greatly inhibit experimentation with levies of this sort in the future.

"For any local government to set out to tax all advertising at work within its boundaries is an obvious impossibility. . . . Advertising messages fill the air in the form of national advertising via radio and television—wholly nontaxable if originating outside the city, and predominantly nontaxable even if station offices, studios and/or transmitters happen to be located within the corporate limits. . . .

"The Baltimore ordinances were 'skilfully drawn' and yet were unable to avoid an unintended discriminatory result."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,085,000 people in the U.S. over 12 years of age during the week Nov. 21-27. This is how they spent their time:

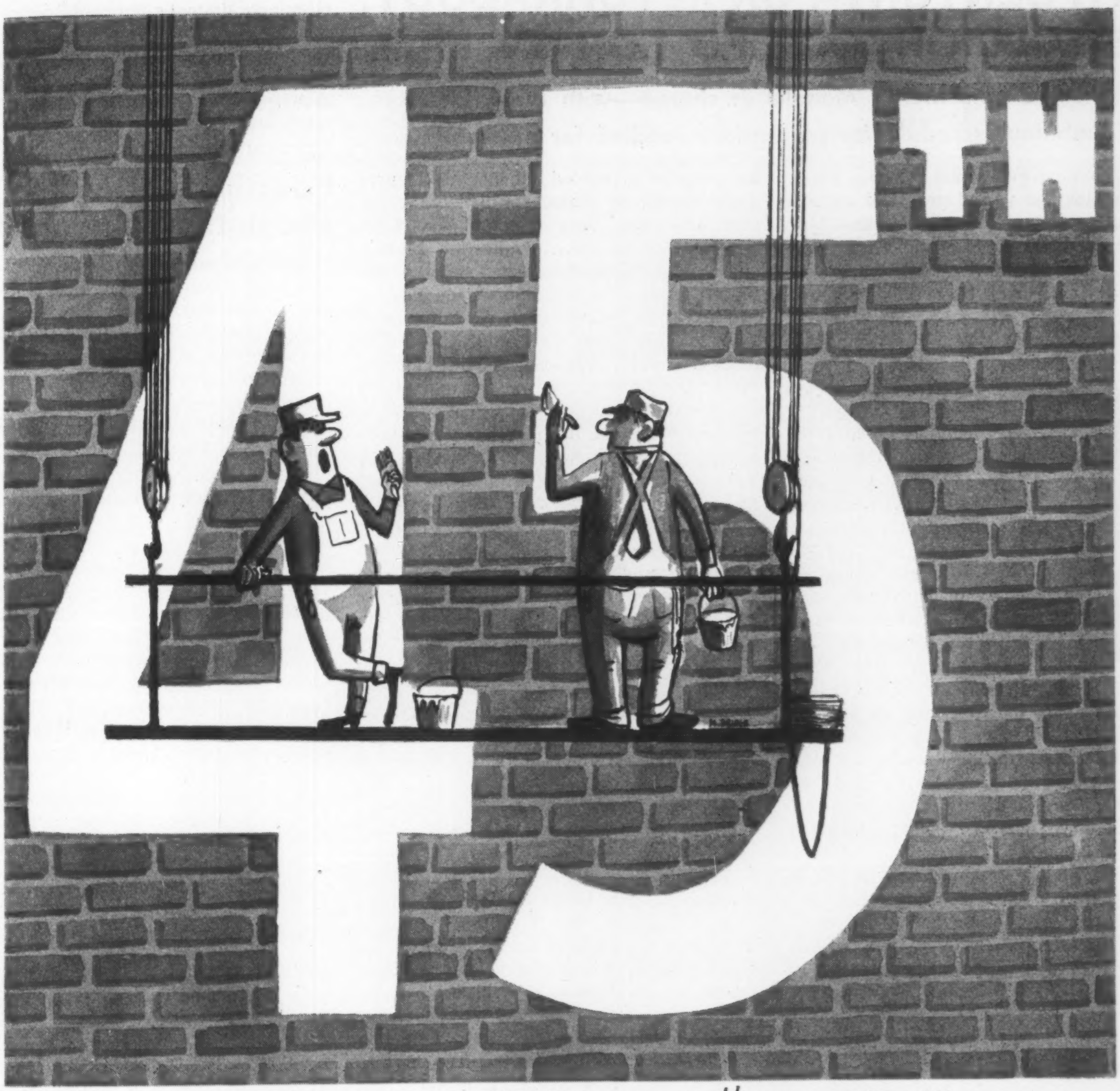
73.8%	(93,051,000)	spent	2,136.5 million hours†	WATCHING TELEVISION
59.7%	(75,273,000)	spent	1,092.3 million hours	LISTENING TO RADIO
81.9%	(103,264,000)	spent	426.3 million hours	READING NEWSPAPERS
33.4%	(42,112,000)	spent	211.4 million hours	READING MAGAZINES
25.7%	(32,382,000)	spent	411.8 million hours	WATCHING MOVIES ON TV
15.9%	(20,024,000)	spent	79.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 112,743,000 people over 12 years of age have access to tv (89.4% of the people in that age group); (2) 43,693,000 households with tv; (3) 48,184,000 tv sets in use in U.S.



"It just hit me! -- WCIA is the 45th tv market!"

MID-AMERICA's strategically located AREA market . . .

Equidistant from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in BLOOMINGTON, CHAMPAIGN-URBANA, DANVILLE, DECATUR, and SPRINGFIELD and the 54 rich counties which constitute the nation's 45th TV Market.

This single AREA contains more PEOPLE and MORE MONEY than such entire states as Arizona, Arkansas, Colorado or Oregon.

WCIA

CHAMPAIGN, ILL.

CHANNEL
3
CHAMPAIGN

OFFICIAL
CBS
OUTLET
for
CHAMPAIGN
URBANA
BLOOMINGTON
SPRINGFIELD
DECATUR
DANVILLE

George P. Hollingbery,
Representative

20TH CENTURY-FOX IN TURNABOUT: $15 MILLION TABBED FOR TV FILM

- **Skouras puts Martin Manulis in charge—with blank check**
- **Ambitious schedule for productions readied for marketplace**

20th Century-Fox Film Corp., which seven months ago voiced profound anguish over the inroads of television [FILM, May 26], last week staked a $15 million bankroll on "the most extensive tv production program ever undertaken by a motion picture company."

President Spyros P. Skouras spelled out the change of heart in a New York news conference last Thursday (Dec. 11). Named to head the project — involving some 16 individual properties ranging from 30-minute situation comedies to 90-minute showcase specials—was Martin Manulis, 41-year-old former CBS-TV staff producer *(Playhouse 90, Climax!)* who joined Fox in September as head of the studio's tv production arm.

MR. MANULIS

In effect, Mr. Skouras has handed Mr. Manulis a blank check, saying "he can spend as much money as he wants . . . since the future of 20th Century-Fox (in television) rests in his hands."

Then, turning to the producer, he added, "God help you if you don't do a good job."

According to Mr. Manulis, the blank check is substantial; initially, $15 million have been allocated to cover production of the 16 series—10 of which are "ready to go," nine of these possibly being ready in time for the 1959-60 season. All will be filmed shows, though "should an advertiser so desire," Fox would custom-tailor the shows live as well. Pilots will be shot, although this activity will be "kept to a minimum." Mr. Manulis is planning to tempt agencies and networks on the strength of his past credits.

Though no pitches have yet been made, agencies "have been informed of our plans." Business negotiations will be handled through the William Morris agency and Fox, latter being represented by 20th Century-Fox Vice President Irving Asher and tv Business Manager John Beck.

TCF Productions Inc., the studio's tv subsidiary, will continue but under a different name, it was disclosed. Effective immediately, TCF becomes "Twentieth-Century Fox Television," with access to all of the studio's scattered lots and 28 sound stages. The old TCF group will continue to produce *Broken Arrow* for NBC-TV, and the NTA Film Network's *How to Marry a Millionaire* and *Man Without a Gun* video series, and will also "be available to any outside tv producers who wish to enter into a joint production agreement," Mr. Manulis said.

S. Charles Einfeld, vice president of advertising-exploitation (representing the parent company), pointed out that the 16 programs would be geared for network exposure and that "little thought" had been given to setting up a syndication branch. Asked why Fox had launched such an ambitious program at this time—when most, if not all, of its sound stages were humming with theatrical film production—Mr. Einfeld said simply: "We want to make money." He added, "this in no way means we are any less unhappy over the effect of tv on box-office receipts. But we are an entertainment company in business to produce entertainment of all sorts . . . and obligated to our stockholders to earn profits . . ."

The company hopes to attract advertiser and network support before actually undertaking production — admittedly a risky proposition—and it explains the massiveness of its program by pointing out "we are geared for mass production."

The seven properties that will get top priority:

Mr. Belvedere, 30-minute comedy series based on Fox's theatrical film, "Sitting Pretty" (Clifton Webb) and subsequent Belvedere shows; *Esther Williams Show,* 30-minute dramatic anthology featuring Miss Williams as hostess on weekly basis, as actress on alternate-week basis; *The Many Lives of Dobie Gillis,* 30-minute teen-age situation comedy based on Max Shulman's book and adapted for tv by Mr. Shulman; *Helimarines,* 30-minute action series on the U. S. Marine Corps' latest combat arm, written by unofficial USMC historian Richard ("Guadalcanal Diary") Tregaskis; *Sunny Side Up* (tentative title), 30-minute comedy series dealing with travel agents and designed for Fox contract player Tom Ewell;

Five Fingers, a 30-minute counter-espionage series inspired by Fox's post-war film of the same name which dealt with "Operation Cicero" spy case; *Whodunit,* 30-minute murder melodrama series with a twist: viewers are asked to guess the solution to each episode, then are told in the closing moments.

Beyond these, Fox plans to produce *The Peggy Lee Show,* 30-minute situation comedy interlaced with music; *The 'Forty-Niners,* 30-minute adventure series set in the 49th state of Alaska; *The Nanette Fabray Show,* 30-minute musical comedy series with Miss Fabray; *Tales of Broadway,* undefined series of tv adaptations of Garson Kanin stories produced by the playwright; two series by Broadway author Leslie ("Marriage-Go-Round") Stevens and a romantic adventure series with a South Pacific setting to be developed by Pulitzer prize-winner James M. Michener.

The two series with which Mr. Manulis will be personally identified are *Festival,* a monthly, 90-minute "prestige show" which he hopes will attract the top writing, directing and acting tv talents and *Profile,* a 60-minute dramatic biography series he says was inspired by the "non-chronological" treatment given the lives of singer Helen Morgan, deaf-mute Helen Keller and Irish Dublin Mayor Robert Briscoe on *Playhouse 90.* These seem most likely to get the live treatment should such be ordered.

Fourth ITC Division, Promotions Announced

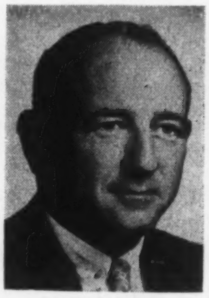
The evolvement of Independent Television Corp. into a "tight tactical sales and service operation" in tv film sales, as expressed by President Walter Kingsley last week, appears complete.

ITC has set up a fourth sales division, that of regional sales, to add to its national sales, Arrow Productions (re-run) and syndicated sales divisions.

Four executive promotions were announced: Hardie Frieberg, assistant general sales manager of the syndicated division, to general manager of all syndicated sales operations, and William DuBois, general sales manager of the syndicated division, to director of operations and sales planning.

Mr. DuBois will supervise traffic, sales service, research and sales planning and development departments and work closely with all sales divisions including sales development, hiring and training of new personnel. Mr. Frieberg will supervise the geographic sales divisions, the New York City sales department and the newly formed regional sales division. The regional sales unit specializes in working with regional advertisers on new, first-run syndicated properties.

In the regional sales division, Kurt Blumberg, ITC's manager of sales administration, becomes manager of regional sales, eastern division, and Carl A. Russell, formerly with Ziv Television Programs, becomes manager of regional sales, midwest division. Both men report to Mr. Frieberg.


MR. FRIEBERG

MR. DuBOIS

ITC is a new $25 million tv film production-distribution-financing company established for world-wide operation by the Jack Wrather Organization, Beverly Hills, Calif., and Associated Television Ltd., London.

More Production, Distribution For Radio & Tv Packagers Inc.

Radio & Television Packagers Inc., New York, last week announced a stepping up of its production schedule and a reorganization of its distribution set-up.

Effective Dec. 1 distribution of the com-

Season's Greetings

AND BEST WISHES FOR A
HAPPY NEW YEAR
FROM ALL OF US AT

Nothing takes the place of INTERVIEWS in the home

PULSE, Inc.

730 FIFTH AVENUE
NEW YORK 19, NEW YORK

LOS ANGELES • CHICAGO • LONDON

... FOR THE SAME REASON THEY PU

The only logical way you can see where you're going is to look ahead of you. This wisdom is just as profound for people in the business of broadcast advertising as for navigators of submarines. Probably more so, since the deeps and shallows of our national economy in the year ahead are necessarily a matter of uncharted conjecture.

What are the potentials of 1959? More pertinently, what do they mean to you and everyone concerned with the continued health of television and radio advertising during the next 12 months?

Can 1959 be expected to take up where 1958 leaves off? Has the recurring bugaboo of recession been by-passed or merely shelved? Will consumers be confident to spend more of the unprecedented savings amassed during 1958 — and advertising budgets be scaled to tap their enormous buying potential?

Are the electronic media likely to increase their share of the U. S. advertising dollar? What changes seem probable in the general landscape of television . . . of radio . . . of marketing techniques . . . of audience preferences and the ways of evaluating them? How do the experts look to the new year; what do they say and why do they say it?

Answering these questions calls for either the gift of prophecy — or the gift of interpretative analysis based upon solid knowledge of what you're analyzing.

In short, it calls for ***perspective.***

And this is exactly what a special issue of BROADCASTING Magazine, scheduled for publication next February 9, will be called . . . "PERSPECTIVE '59". Within its many pages will be the assembly of facts that not only evaluate 1958's accomplishments, but also the projection of trends forward into the new, enigmatic year of 1959.

Among all publications which purport to speak for the electronic media, only BROADCASTING is equipped by skills, by staff, by insight and foresight, by years of growing-up with television and radio alike to attempt such comprehensive analysis of what conceivably lies ahead.

When you — like the most important decision-makers in TV-radio advertising — open your copy of "PERSPECTIVE '59", in early February, the least evident thing about it will be the many weeks of concentrated effort exerted by BROADCASTING'S editors in quest of everything worth weighing against the future of broadcast advertising. Instead, you will find a completeness of factual content to be kept, studied, read and re-read for many months after its issue date.

Within the framework of anything so compelling, so definitely a working tool of working advertising men, the opportunity for telling *your* own message is as rich as a new-found claim of uranium-bearing ore! Through BROADCASTING — in *any* issue — you command a *PAID* circulation greater than that of the next three TV-radio papers combined. But, with "PERSPECTIVE '59", the bonus of readership and "pass-along" and *re*-readership is well-nigh like winning the sweepstakes.

If you haven't reserved space yet in "PERSPECTIVE '59", we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places!

FACTS?

HERE THEY ARE:

DEADLINE: January 26 for proofs; final deadline, January 30.

RATES: No inflation here. For so much more, the cost is the same as any of BROADCASTING'S 51 other issues of the year!

WARNING: Don't forget that BROADCASTING'S page size goes to a 7-by10-inch format with the start of the year. Check any BROADCASTING office for complete mechanical details.

RESERVATIONS: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.

EY PUT PERISCOPES ON SUBMARINES!

INVENTORY—1959...

Within this single issue of Broadcasting, almost 22,000 *PAID* subscribers representing TV-&-radio's most influential people will be reading *the most complete . . . the most authoritative* . . . report, diagnosis and forecast of the broadcast advertising status obtainable anywhere. "PERSPECTIVE '59" will bring them (and you) such important features as these:

- **a comprehensive boxscore of estimated TV and radio net time sales—local, spot and network—for 1958, as compiled by Broadcasting (and contrasted with totals for previous years).**
- **a thorough analysis of how TV and radio advertising volume in 1959 will probably parallel general economic trends—a resume evolved from the considered opinions of such expert analysts as J. Walter Thompson's Arno Johnson, TV-radio forecaster Richard P. Doherty, etc. (Hint: 1959's outlook is better than 1958's.)**
- **a situation report on the attitudes of television and radio audiences, as seen through the eyes (and investigations) of A. C. Nielsen—an analysis accompanied by graphic progress charts.**
- **informed reports by the heads of the two big media promotion bureaus working for television and radio—the by-lined outlooks of TvB's President Norman Cash and RAB's President Kevin Sweeney.**
- **an examination of the TV film situation . . . whether 1959 will see a shortage of new feature film material . . . what and which pilot films are in the works . . . how big the TV film business really is (and will be in 1959) . . . the facts about all major TV film syndicators.**
- **a look at how videotape is revolutionizing television production—and where it is likely to go during the year ahead—with some side considerations about labor repercussions.**
- **a report on the sturdy resurrection of FM broadcasting, and the factors which again are making it a medium to be reckoned with.**
- **a factual view of technical advances during the past year—with some far-seeing investigations of what the space age technocracy may hold for trans-ocean broadcasting of TV signals and wide-coverage FM relays.**

THESE, AND OTHER IMPORTANT CONTENTS, will make "PERSPECTIVE '59" an exhaustive, provocative inquiry into every area of broadcast advertising activity upon which the success of TV and radio in 1959 depends. *Nowhere else will facts of such scope and authority be available!* And no single issue of any TV-radio business publication will command the attention or interest to be earned by "PERSPECTIVE '59".

THE COROLLARY IS OBVIOUS! If *you* are part of the broadcast media picture, don't get left out of this one. The people whose time-buying plans determine your future will spend more time than ever with this issue. Why shouldn't they read about *you* while they're doing it?

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations pany's products will be handled by Jay Williams Assoc., New York, in the East; John A. Ettlinger Assoc., Los Angeles, in the West and Barry Grafman & Assoc., Chicago, in the Midwest. Sterling Television Co., New York, represented the company domestically until Nov. 26, William D. Cayton, R&TP president, said. Fremantle International Inc., New York, continues to handle foreign distribution for Radio & Television Packagers Inc. The company is producing 104 additional episodes of its *Cartoon Classic Serials,* five-minute animated cartoons (raising total number of segments to be offered to 208); a half-hour comedy series, featuring Jimmy Savo, designed for network sale, and a 13-episode series centering around U.S. Olympic gold medal winners.

R&TP's offices are at 11 E. 40th St. Telephone: Lexington 2-1717.

Ambitious Sale-Production Plan Charted by Jones for CBS Films

An ambitious sales and production program for CBS Films Inc. during 1959 was charted last week by Merle S. Jones, president, CBS Television Stations Div., during a meeting of the organization's sales managers and account executives.

Mr. Jones, whose division embraces CBS Films, included the following as part of the unit's objectives for the coming year: sale of four to six CBS Films programs on the television networks; improvement of merchandising and sales service support; strengthening of its activities in the international market; importation of new product from abroad, and distribution of "the finest television news service available."

The week-long meeting opened last Monday (Dec. 8) with announcement of organizational changes dividing the creative and administrative direction of CBS Films (see this page).

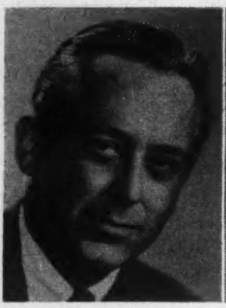
Fred J. Mahlstedt, director of operations and sales services, told the meeting that servicing program syndicates by CBS Films now is "a million dollar operation." He described functions of the various departments, including sales service, sales promotion, research, distribution, merchandising, advertising and publicity. In addition, he said, CBS Films employs the facilities and services of other CBS departments, such as legal, accounting, credit, business affairs, auditing, tax and music clearances.

Other CBS executives who addressed the meeting were Frank Stanton, CBS Inc. president; Louis G. Cowan, president, CBS-TV network; Hubbell Robinson Jr., CBS-TV executive vice president in charge of programs and Sig Mickelson, vice president and general manager of the CBS news division. Announcement was made during the meeting that two new half-hour shows now are available for regional and national syndication by CBS Films. They are *Silent Saber,* consisting of Revolutionary War stories and *Rendezvous,* a dramatic anthology. *Air Power,* 26 half-hour episodes previously carried on CBS-TV, also is being syndicated.

CBS FILMS GEARS FOR GROWTH

CBS Films Inc. was split down the middle last week, with production and business set up as separate units, in a move attributed to past growth and plans to expand.

Leslie T. Harris, vice president and general manager of CBS Films, was named vice president in charge of production; Sam Cook Digges, general manager of CBS-owned WCBS-TV New York, was moved to CBS Films as administrative vice president; John F. Howell, sales manager of the film arm, was promoted to vice president and general sales manager, and Fred J. Mahlstedt, operations director, was appointed director of operations and sales services, domestic and international.


MR. HARRIS

MR. DIGGES

MR. HOWELL

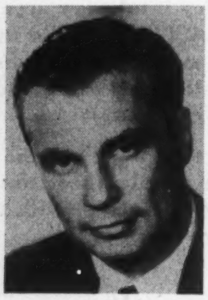
MR. MAHLSTEDT

Frank Shakespeare, general manager of WXIX (TV), CBS-owned uhf station in Milwaukee, was advanced to general manager of WCBS-TV, succeeding Mr. Digges, and Richard P. Hogue, WXIX general sales manager, was named general manager of the Milwaukee station.

The changes were announced by Merle S. Jones, president of the CBS-TV Stations Div., last Monday (Dec. 8) at the opening session of a week-long meeting of CBS Films sales managers and account executives in New York (see this page). The new assignments were effective immediately.

"We are coming to the close of a year of substantial growth in domestic as well as international business," Mr. Jones explained. "We are turning in to 1959 with broad expansion plans that necessarily call for distribution of responsibilities.

MR. SHAKESPEARE


MR. HOGUE

"CBS Films intends to create, on its own and in cooperation with outside producers at home and abroad, the finest, best balanced catalog of films available for syndication and network uses."

Mr. Jones said the enlarged production schedule would require "the exclusive attention of our creative head, Leslie Harris, and an enlarged production staff." He pointed to Mr. Digges' record as head of "the nation's No. 1 television station" and said that Mr. Howell "has directed the most impressive sales season in the history of CBS Films."

Mr. Harris and Mr. Digges will report to Mr. Jones, Mr. Howell and Mr. Mahlstedt to Mr. Digges.

Details of the expansion program were not made public, but the consensus was that it would not involve the formation of a CBS Films production center, at least in the immediate future. Rather, the company was expected to continue to lease facilities as needed for its own productions and work with outside producers on other programs.

Mr. Harris, head of CBS Films since 1954, is a former radio-tv director of Colgate-Palmolive Co. (1951-53), national program director of NBC Radio (1948-51) and radio director of Benton & Bowles (1943-48). He was vice president and partner in Bernard L. Schubert Inc., production firm, immediately before joining CBS Films.

Mr. Digges joined CBS in 1949 as account executive in the tv department of CBS Radio Sales, moved to Chicago the following year as tv manager of the CBS Radio Sales office there, became eastern sales manager of CBS-TV Spot Sales in 1952, was promoted to general sales manager of the department later that year, and was named general manager of WCBS-TV in 1954.

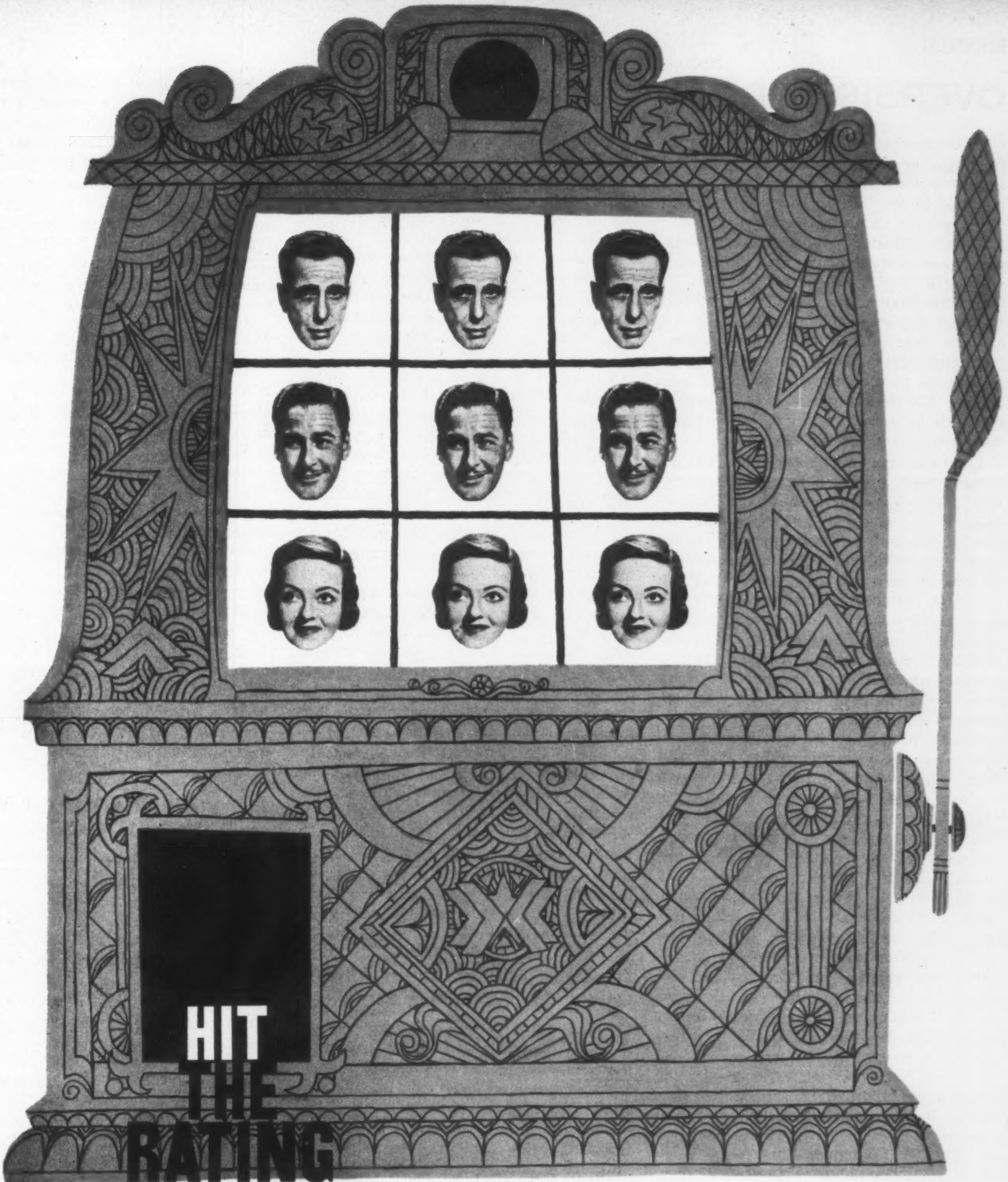
Mr. Shakespeare joined Procter & Gamble's sales division in 1947, entered radio in 1949 at WOR New York, subsequently moved to CBS-TV Spot Sales as account executive, became general sales manager of WCBS-TV in 1954 and general manager of WXIX in 1957.

FILM SALES

NHK Tokyo, Japan, which earlier this year purchased package of 15 theatrical films for tv from Atlantic Television Corp., N. Y., has signed for Atlantic's packet of *Dr. Christian* features.

Kansai Television Corp. has bought *Rescue 8,* Screen Gems, adventure tv series about Los Angeles rescue squad, for showing in five Japanese cities.

Gross-Krasne-Sillerman Inc., N. Y., reports its new *Glencannon* comedy tv film series, starring Thomas Mitchell, has been sold in 90 markets, including latest sales to Blue Plate Foods, New Orleans, and G. Heilemann Brewing Co., Chicago.



HIT THE RATING JACKPOT WITH WARNER BROS.

WARNER BROS. FEATURES RECEIVED AT LEAST TWICE THE RATINGS OF THE NEXT HIGHEST STATION, EVEN IN SIX OR SEVEN STATION MARKE

HUMPHREY BOGART	CHAIN LIGHTNING	San Francisco	KPIX	**14.1** vs 6.4, 4.4
	HIGH SIERRA	Baltimore	WMAR	**23.5** vs 5.7, 12.9
	CASABLANCA	Cincinnati	WKRC	**17.5** vs 5.6, 0.8
ERROL FLYNN	CHARGE OF LIGHT BRIGADE	Binghamton	WNBF	**14.7** vs 7.3
	OBJECTIVE BURMA	Philadelphia	WFIL	**12.3** vs 2.2, 4.9, 1.7
	THEY DIED WITH THEIR BOOTS ON	Miami	WTVJ	**19.5** vs 3.7, 2.6
BETTE DAVIS	THE OLD MAID	Stockton	KBET	**11.0** vs 3.8, 2.7, 1.4, 0.5, 1.2
	JEZEBEL	Sacramento	KCRA	**18.2** vs 8.8, 4.4
	WINTER MEETING	New York	WCBS	**14.8** vs 7.7, 5.4, 2.5, 3.1, 0.2, 0.9

a.a.p.

United Artists Associated, Inc.

345 Madison Ave., MUrray Hill 6-2323 **NEW YORK**
75 E. Wacker Dr., DEarborn 2-2030 **CHICAGO**
1511 Bryan St., Riverside 7-8553 **DALLAS**
9110 Sunset Blvd., CRestview 6-5886 **LOS ANGEL**

OVERSIGHT REPORT MAY BE ROUGH

Seven members of the 11-man Legislative Oversight Subcommittee held three sessions in Washington last week without giving final approval to the investigative body's report.

On several phases concerning the FCC and other regulatory agencies, the congressmen were in agreement. They were considering a 30-plus page draft prepared for their consideration by Chief Counsel Robert Lishman and other staff members. Several changes were directed to be made in the preliminary draft and the subcommittee will re-assemble in Washington Dec. 29 for final action. The report must be submitted to Congress by Jan. 3, when the subcommittee's current authorization expires.

Following last week's meetings, one of those present predicted that "They [agencies, attorneys, congressmen and licenseholders] are going to be amazed at the tough treatment . . ." the report will recommend. Receiving lengthy discussion was the method of selection of agency chairmen (in most instances, including FCC, now appointed by the President) with the consensus of opinion being that the chairman should either be rotated yearly or elected by the commissioners themselves. However, the committee did not give final approval to this point.

"Plenty of teeth" were promised for provisions of the Communications Act, and other agency authorizations, dealing with ex parte contacts and attempts to influence. One paragraph of the report, given preliminary approval, states that any contacts by members of Congress, the Executive Branch, attorneys, parties in contested cases or anybody else, either written or verbal, "should" be made a part of the public record. Stiff criminal penalties for violators will be recommended.

On the question of making all correspondence from members of Congress public, a participant in the closed meetings stated Thursday (Dec. 12): "We've either got to do that or do nothing at all." At the same time, he expressed doubt the Senate would approve such a measure. Such a provision was included in a House-passed version of the 1952 McFarland Amendments to the Communications Act but was killed in joint-committee conferences.

A definite recommendation will be made that the provision of the Communications Act authorizing commissioners to accept honorariums be repealed. However, the report presently is silent on the question of broadcasting associations paying commissioner's expenses for speech-making trips. In its interim report last spring, the subcommittee questioned the propriety of industry payment of expenses and called on the Comptroller General to clarify "conflicting" statements in this regard [LEAD STORY, April 7]. The conflict, as yet, has not been cleared up.

The FCC will receive "considerable criticism" in the subcommittee report on the Commission's handling of patent and antitrust matters. As reported earlier in BROADCASTING [GOVERNMENT, Nov. 24], the report also will include a recommended across-the-board code of ethics for all agencies. Five of the six agencies under the subcommittee's jurisdiction have submitted proposed codes—only the FCC is lacking. The code would include "civil and criminal" penalties for violators.

Lending further credance to reports the subcommittee will be continued in some form [GOVERNMENT, Nov. 24], one member promised "A very comprehensive report, not only as to very definite recommendations but also further study."

The report, as currently drafted, pointedly avoids any criticism of the method of selecting commissioners and verifying their qualifications, although these two items have been criticized by members of Congress, including some on the subcommittee. It was reported this subject was being omitted because it would constitute a direct slap at the Senate, which has the responsibility for approving Commission appointments made by the President.

Members of the subcommittee present for last week's deliberations included Chairman Oren Harris (D-Ark.), Reps. John Bell Williams (D-Miss.), John J. Flynt Jr. (D-Ga.), Peter F. Mack Jr. (D-Ill.), Charles Wolverton (R-N. J.), Joseph P. O'Hara (R-Minn.) and Robert Hale (R-Me.). None of the three Republicans will be members of the upcoming 86th Congress—Reps. Wolverton and O'Hara having retired and Rep. Hale was defeated for re-election. Not present last week were Reps. Morgan Moulder (D-Mo.), John Moss (D-Calif.), John Bennett (R-Mich.) and John W. Heselton (R-Mass.). Rep. Bennett is the only minority member returning from the 86th Congress and is expected to be present when final approval of the report will be made after Christmas.

Ten-Days Jail for Marie Torre Unless Court Modifies Sentence

Marie Torre, *New York Herald-Tribune* radio-tv columnist, who sought to maintain the anonymity of a news source in court and was sentenced to 10 days in jail for her efforts, declined to comment last week following the refusal of the U.S. Supreme Court to review her case. The high court's refusal will mean that columnist Torre will be required to serve her jail sentence for criminal contempt unless the U.S. District Court in New York modifies it. The refusal does not mean that the Supreme Court necessarily approves of the lower court decision, nor does it set a legal precedent.

Miss Torre had been called as a witness in a pre-trial examination of a more than $1.3 million breach of contract and libel suit filed by singer-actress Judy Garland against CBS [AT DEADLINE, Mar. 18, 1957]. The newspaperwoman refused an order by New York Federal District Judge Sylvester J. Ryan that she disclose the name of a CBS executive who allegedly told her that Miss Garland "is known for a highly developed inferiority complex," which opinion Miss Torre had published in the *Herald-Tribune*.

Judge Ryan's subsequent 10-day jail sentence of Miss Torre for contempt was upheld in an opinion by then Circuit Court of Appeals Judge Potter Stewart, now on the Supreme Court. In that opinion, Judge Stewart declared that the constitutional guarantee of press freedom "must give place . . . to a paramount public interest in the fair administration of justice." Judge Stewart did not participate in last week's action. Justice William O. Douglas thought the Court should have reviewed the Torre case, but four Justices must express such sentiments for a review to take place.

Mack Joins Whiteside in Motion For Choice of Miami Trial Site

A motion by former Comr. Richard A. Mack that his trial be held in Miami was filed last week in the U.S. District Court in Washington.

The government has 30 days to answer this motion, as well as a similar one by Mr. Mack's friend, Thurman A. Whiteside, Miami attorney.

Both were indicted last September for conspiracy to defraud the U.S. government in connection with the award of ch. 10 Miami to National Airlines. Both are free on bail, awaiting trial.

Comr. Mack resigned from the FCC following charges he followed urgings of Mr. Whiteside to vote for National Airlines in the Miami ch. 10 hearings. The indictment charges that Mr. Mack received financial support from Mr. Whiteside for this action.

Civil Antitrust Judgment Made In Philadelphia Radio Case

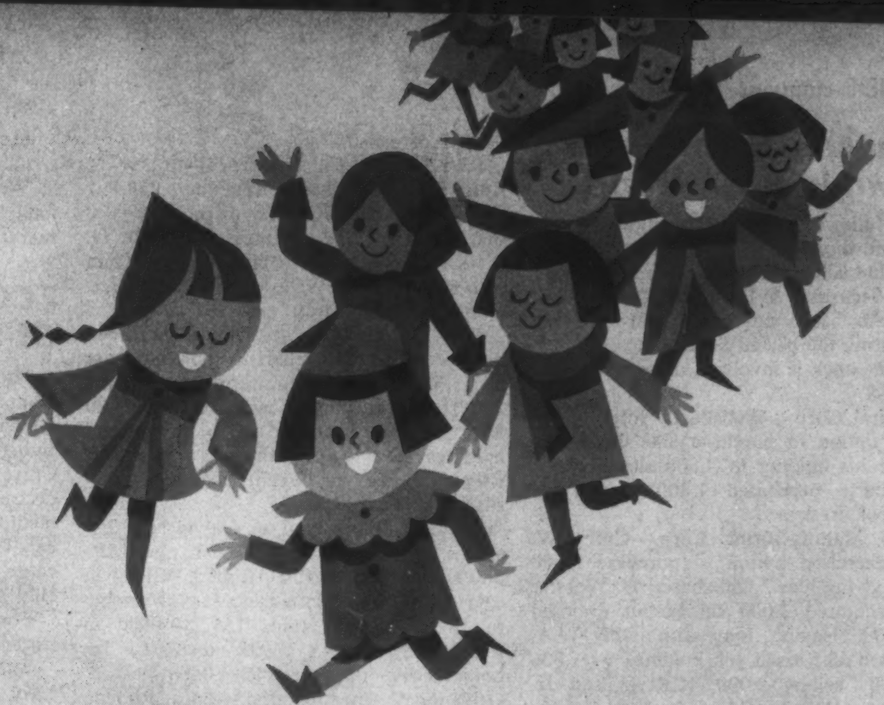
The Justice Dept. Dec. 5 announced a civil antitrust judgment in the U.S. District Court in Philadelphia which terminated litigation against the Philadelphia Radio & Television Broadcasters Assn. and nine stations in that city. The stations involved were: WHAT, WDAS, WIP, WIBG, WFIL, WCAU, WJMJ, WPEN and WFLN.

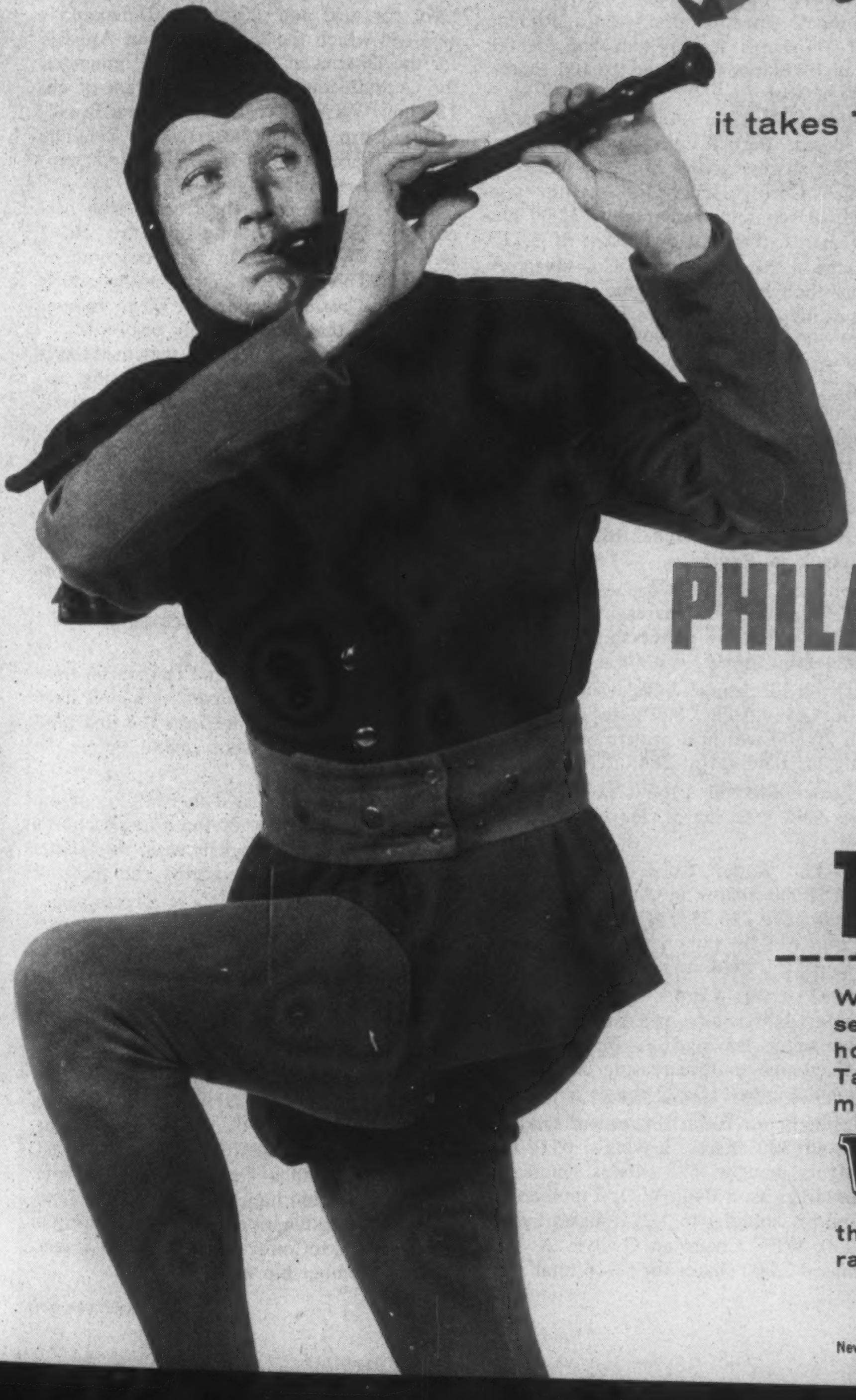
The judgment was entered with the consent of all the defendants and follows by more than a year the branding of these same defendants as violators of the criminal antitrust law [LEAD STORY, June 17, 1957]. In the criminal proceedings, the stations were fined $1,000 each and the association $5,000.

The government's original complaint of two years ago had charged that the defendants had agreed to adhere strictly to the time rates established for each station. Last week's final judgment contained appropriate injunctive relief ending these alleged activities. The local radio-tv association "is in the process of dissolution and the judgment requires that such dissolution be carried to a conclusion," announced Justice.

Information Hearing in January

Hearings by the Senate Constitutional Rights Subcommittee on S 2148, freedom of information bill, have been postponed until January. Sen. Thomas Hennings (D-Mo.), chairman of the subcommittee and sponsor of the legislation, maintains that a companion bill (HR 2767) passed last summer [LEAD STORY, Aug. 18] does not plug all the loopholes.





it takes **TALENT** brother . . . and

THE BIG DIFFERENCE IN PHILADELPHIA RADIO IS TALENT

WPEN programs believable, selling, local personalities 24 hours a day, 7 days a week. Talent—that's why more local and more national advertisers buy

WPEN

than any other Philadelphia radio station.

Represented nationally by
GILL-PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

Broadcast Stock Deals Shown in SEC Reports

The following stock transactions by officers and directors of companies in the radio-tv and allied fields have been reported by the Securities & Exchange Commission. These are based on reports submitted to SEC during the period Sept. 11 to Nov. 10. Common stock is involved, unless otherwise indicated.

Admiral Corp.—Wallace C. Johnson exercised option to purchase 800 shares, increasing his holding to 4,800 shares; John F. Gilbarte purchased 1,800 shares, his only stock in firm.

Avco Manufacturing Corp.—Curry W. Stoup exercised option to purchase 2,000 shares, giving him 2,250 shares; H. Webster Crum acquired 3,000 shares but disposed of 2,900, leaving him with 500; W.A. Mogensen decreased his holdings to 1,000 shares by selling 2,000; K.R. Wilson Jr. bought, and then sold, 500 shares, maintaining previously held 2,500 shares.

Columbia Pictures Corp.—Fico Corp. bought 6,200 shares, increasing its holdings to 41,358 (in addition, 12 Columbia officers-directors sold 95,135 shares as indirect beneficial owners through Fico).

Allen B. DuMont Labs.—Donovan H. Tyson sold 200, leaving him with no stock.

Emerson Radio & Phonograph Corp.—Percy West, who previously held no stock, purchased 100 shares.

General Dynamics Corp.—Roger I. Harris sold 2,600 shares, retaining 11,261.

General Electric Co.—Oscar L. Dunn bought 330 shares to increase his holdings to 2,360; William Rogers Herod sold 600 shares, leaving him with 8,476; John D. Lockton exercised option to buy 1,500, increasing holdings to 8,019; Francis K. McCune exercised option to buy 1,125 shares, increasing holdings to 8,361; Harold A. Olson bought 594 shares, making his shareholdings 2,901; Gerald L. Phillippe exercised option to purchase 3,000 shares making his holdings 7,623; Mr. Phillippe as custodian also reported holding 300 shares; Clarence C. Walker exercised option to buy 1,125 shares, making his holdings 5,808, and Nathan L. Whitecotton bought 570 shares, increasing his stock to 2,313; Carter L. Redd purchased 450 shares, giving him 2,767 shares (Mr. Redd also holds 1,350 shares in trust and Carter Redd Jr. owns 542 shares); Harold E. Strang purchased 2,650 shares for total ownership of 8,691.

General Tire & Rubber Co.—Dan A. Kimball bought, 1,005 shares in August, boosting his holdings to 5,158; John O'Neil purchased 200 warrants at $60 for common stock, giving him 1,100 shares.

Hazeltine Corp.—Laurence B. Dodds sold 200 shares, leaving him with 322 shares.

Kaiser Industries Corp. and Aluminum & Chemical—Frank M. Cashin sold 300 shares, leaving him with 3,860; R.A. Clayton disposed of 500 shares and now holds 3,539; Chad F. Calhoun sold 1,000 shares, leaving him with 47,787; D.V. McEachern sold 1,000 shares, leaving him with a total of 669,707.

Kerr-McGee Oil Industries—Robert S. Kerr sold 800 shares, retaining 253,191 shares; Robert S. Kerr Jr. disposed of 100 shares, leaving his holdings at 12,170; G. B. Kitchel sold 300 shares, leaving him with 4,384; J. E. Webb sold 1,000 shares, retaining 2,000 shares.

Loew's Inc.—George Killion amended his December 1957 report to show purchase of 13,550 shares; he also reported buying 250 shares in January and 200 shares in May of this year, bringing his present holdings to 15,000 shares; Stryker & Brown (Louis A. Green) acquired 5,400 shares, giving it 150,035.

Motorola Inc.—Paul V. Galvin sold 250 shares, leaving him with 97,903 (plus 155,580 shares held in trust); Robert W. Galvin sold 250 shares, decreasing his ownership to 181,593 shares (plus 155,580 held in trust); Edward R. Taylor increased his holdings by 500 shares to 4,060 total.

National Theatres Inc.—E.C. Rhoden sold 7,500 shares, leaving him with 26,800; Rhoden Investment Co. sold 16,400 shares, leaving it with 26,950.

National Telefilm Assoc.—In separate transactions, Bert Kleiner purchased total of 3,000 shares, giving him 10,000.

Philco Corp.—Henry F. Argento purchased, in separate transactions, 3,000 and 2,500 shares, for total ownership of 5,727.

Raytheon Manufacturing Co.—Ivan A. Getting bought 2,500 shares in August, holdings increased to 2,743; John H. Beedle bought 500 shares for 2,900 total; Carlo L. Calosi acquired 2,000 shares for 3,000 total; David D. Coffin purchased 3,150 shares for 3,303 total; Ray C. Ellis bought 500 shares and sold 35, leaving him with 1,500; Harold S. Geneen bought 250 shares for 15,960 total; Gordon S. Humphrey purchased 1,102 shares and sold 105, leaving him with 2,152; O.P. Susmeyan purchased 2,152 shares, his only stock in Raytheon.

Republic Pictures Corp.—Bernard E. Smith Jr. sold 5,000 shares, retaining 27,550; Mr. Smith's partnership also sold 1,000, leaving none.

Skiatron Electronics & Television Corp.—Arthur Levey sold 28,500 in August (of which 20,500 was in a private transaction), leaving his holdings at 284,831.

Sylvania Electric Products — Curtis A. Haines sold 192 shares, leaving him with 1,004.

Trav-Ler Radio Corp.—Joe Friedman bought 2,000 shares in August, increasing his holdings to 226,233, and bought $18,500 of 12-year, 6% sinking fund debentures, increasing this total to $201,000.

United Artists Corp.—Seward I. Benjamin sold 14,062 shares of Class B to Robert S. Benjamin, leaving S.I. Benjamin with 14,062 shares and increasing R.S. Benjamin's holding to 116,220 shares.

Westinghouse Electric Corp.—Tomlinson Fort sold 300 shares, leaving 1,051; John F. Myers bought 625 shares, increasing his holdings to 1,044; W.O. Lippman decreased his holdings to 1,221 shares by selling 200; WEC Chairman Gwilym A. Price purchased 2,000 shares for 6,116 total.

Zenith Radio Corp. — Hugh Robertson acquired 100 shares for 3,636 total; Joseph S. Wright purchased 200 shares for 1,260 total; Leonard C. Truesdell acquired 100 shares for initial ownership in Zenith.

FCC Sets Aside Grant Of Seattle 'V' to KIRO

The FCC last week set aside its July 1957 grant of ch. 7 in Seattle to KIRO there on the basis of an appeals court's finding in the Indianapolis ch. 13 case that Comr. T. A. M. Craven shouldn't have voted in that FCC decision because he didn't hear oral argument. Comr. Craven didn't hear the October 1955 ch. 7 oral argument, either, because he didn't join the Commission until July 2, 1956.

The Commission set new oral argument for Jan. 30 on the ch. 7 case.

The FCC also last week set oral argument for next Jan. 23 in the Indianapolis case—in which the U. S. Court of Appeals for the District of Columbia had remanded the Commission's March 1957 grant of ch. 13, now WLWI (TV), to Crosley Broadcasting Corp. [GOVERNMENT, June 23]. The grant had been appealed by WIBC Indianapolis, losing applicant.

In the Seattle case, the Commission permitted KIRO to continue operating ch. 7 (KIRO-TV) pending the final outcome of the case. The FCC had taken parallel action in letting Crosley operate WLWI in Indianapolis until that case is finally resolved.

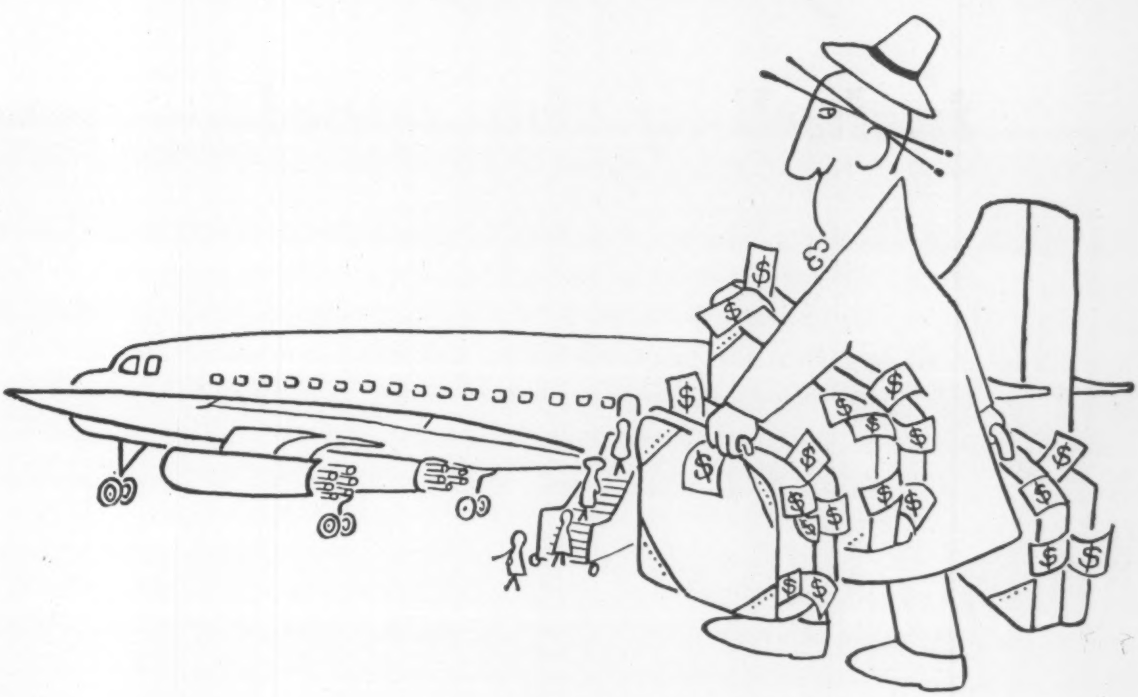
Last week's ch. 7 decision was made as a grant, in part, of petitions by losing applicants KXA and KVI Seattle for reconsideration and rehearing of the grant made in 1957 [GOVERNMENT, July 29, 1957]. The contestants, the FCC said, may make oral argument on all exceptions which have been previously filed to the 1955 initial decision, a later supplemental initial decision on the issue of KIRO's qualifications and on procedural errors charged by KXA and KVI in their requests for reconsideration of the grant.

Both KXA and KVI had claimed in their petitions that Comr. Craven shouldn't have voted because he did not hear the first (and principal) oral argument, made before he came to the FCC.

Last week's order said the FCC is of the opinion that, in view of the appeals court's remand in the Indianapolis case, the Seattle ch. 7 grant should be vacated and the case reset for oral argument.

The FCC issued instructions to its staff last March 12 to prepare documents looking toward denial of the KXA and KVI petitions for reconsideration, but never followed through with an order.

The FCC vote in the Seattle grant was 3-2, Comrs. Robert T. Bartley, Craven and former Comr. Richard A. Mack favoring, and Chairman John C. Doerfer and Comr. Robert E. Lee dissenting. Comr. Rosel H. Hyde was absent in Oregon during the vote. The Commission had a vacancy at the time, due to the resignation of former Chairman George C. McConnaughey, and had a temporary membership of 6.



Our dollars travel to work where they're needed

There is a definite pattern and purpose, beneficial to the nation's economy, in the geographical distribution and in the industrial diversification of life insurance investments.

Take MONY's portfolio, for example. Our investment money generally tends to flow into those areas of the country and into those industries that have the need for capital.

Where do these funds for investment come from? They come from the premium payments we receive from our more than 1,000,000 policyholders living all over the country. These are the funds they entrust to us so that we may guarantee insurance protection for them and their beneficiaries.

In the meantime, this money is capital seeking employment. By channeling it into expanding regions and industries, it is put to useful work. Thus, MONY investments serve a double purpose: They keep our policyholders' money at work earning income which helps reduce the cost of their insurance protection; and they encourage industrial and economic growth in all sections of America.

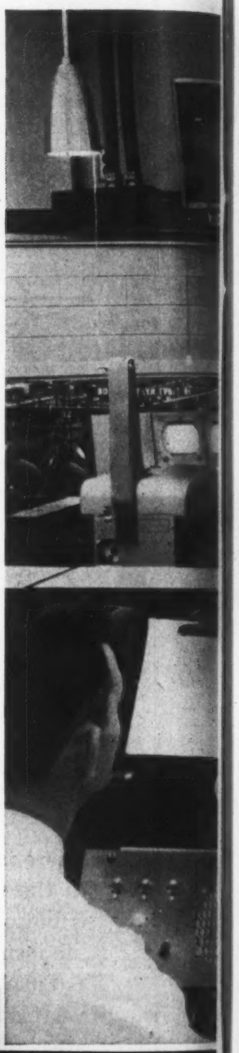
MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, GROUP INSURANCE, PENSION PLANS
MONY TODAY MEANS **MONEY** TOMORROW!

Everything for the

including the sync!



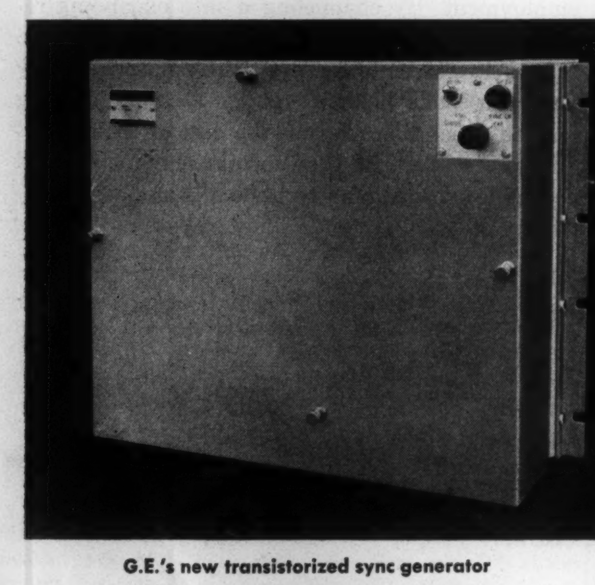
General Electric television studio equipment is designed for ease of operation, economy, adaptability and simple maintenance.

A good example is G.E.'s new synchronizing generator.

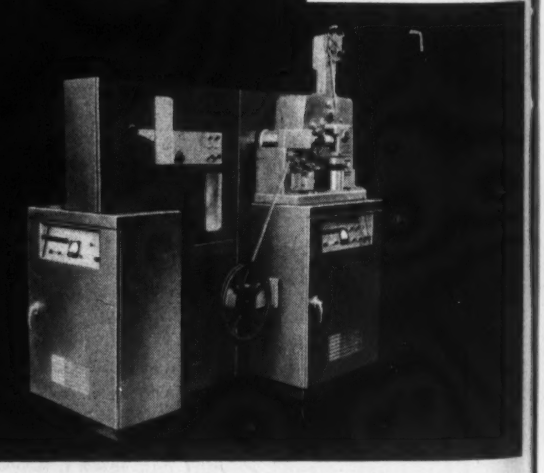
Much smaller than previous units, it takes only 14 inches of rack space — requires far less power. Computer-type circuits using industrial-grade transistors assure maximum reliability at minimum cost. Only *two* operating controls are necessary because of the extremely stable design. The built-in power supply operates from a 90 to 135 volt input and convenient test jacks simplify servicing.

Cost-conscious TV stations across the country are turning to G-E video equipment for easier, more economical operation. For the full story, call your Broadcast Equipment representative or write Broadcast Sales Manager, Technical Products Dept., Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Company, Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Elsewhere: International General Electric, 150 E. 42nd Street, New York, N. Y.

WSYR's efficient new radio and television center in Syracuse, N. Y. employs G-E "Customer-Oriented" audio and video amplifiers, cameras, controls, monitors, power supplies, pick-up devices, synchronizing equipment, speakers, accessories, power supplies, and other rack-mounted equipment.



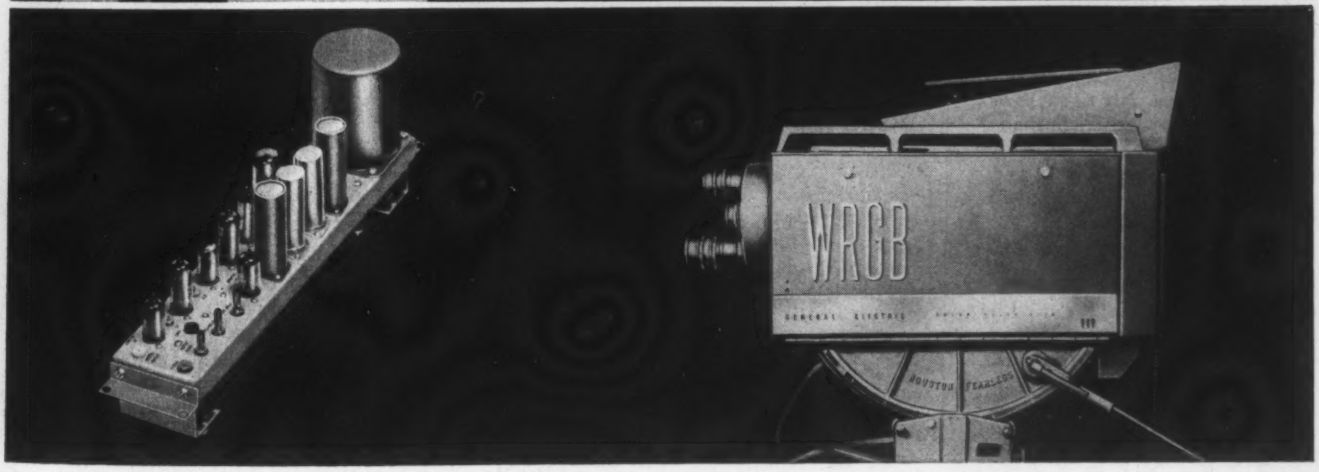
G.E.'s new transistorized sync generator the Type PG-4-B, features low power consumption, high stability and low heat output. Takes only 14 inches of rack space; built-in power supply operates from a 90 to 135 volt input.



The G-E "flying spot" scanner channel Type PE-12-C handles film and slides in monochrome and color with equal operating ease. No registration or variable density problems—low operating and maintenance costs. New AGC system makes it unnecessary for the operator to ride gain under most conditions. Automatic shrinkage compensator, automatic focusing produce an undistorted, clear picture at all times.

studio . . .

10
VID-8
AIR
VID-7


WRGB
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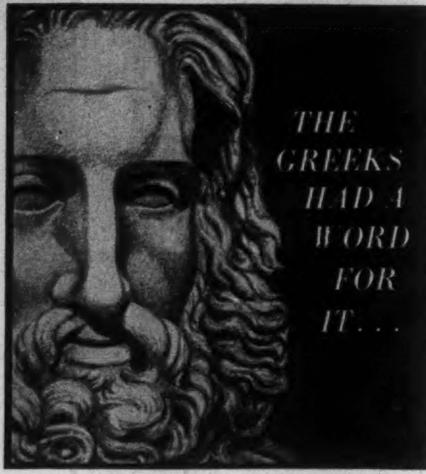
HOUSTON FEARLESS

The versatile G-E video AGC amplifier Type TV-95-A improves any vidicon's picture quality by supplying a constant signal level without continuous manual gain riding.

General Electric's compact transistorized color television camera Type PC-10-A is shorter, smaller, lighter, more maneuverable, more reliable than any of its predecessors in the industry.

GENERAL ELECTRIC


THE GREEKS HAD A WORD FOR IT . . .

JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here*.

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

Justices Deliberate Antitrust-FCC Issue

When the FCC approves a transaction between two licensees does this debar the Justice Dept. from bringing an antitrust action against the parties, or either one of them?

This significant question is being mulled by the U.S. Supreme Court following argument last week.

At issue is the government's contention that the Justice Dept. can sue RCA-NBC on an antitrust violation charge even though the FCC in 1955 approved the exchange of radio and tv stations between NBC and Westinghouse.

The government's suit was dismissed last January by a federal judge in Philadelphia. The court said that the Justice Dept. should have intervened before the FCC while the Commission was considering the swap.

If the lower court's ruling is upheld by the Supreme Court, an upheaval in the FCC's role on antitrust violations is seen. Up to now the FCC has maintained that it is not responsible for determining Sherman Act violations. It has held that this is for the Dept. of Justice to arbitrate.

Lee J. Rankin, solicitor general of the U.S., argued that if the lower court's decision "is upheld it would 'deal' a blow to the whole antitrust machinery of the government." A court is the only tribunal to try charges of antitrust violations, he asserted. The FCC's consideration of alleged monopoly infringements cannot be determinative, he said, because this is only one factor in a series considered by the Commission in judging the public interest.

The RCA-NBC position, that the FCC's action in approving the station exchanges prohibits the Justice Dept. from bringing suit "on the same set of facts," was argued by Bernard G. Segal of Philadelphia.

Mr. Segal charged that the Justice Dept. was seeking to set aside the very action approved by the FCC after "extensive" investigation. He pointed out that the Justice Dept. was kept "fully informed" of all the charges and allegations and did not act until seven months after the transactions were consummated.

The Justice Dept. charged that NBC threatened Westinghouse with loss of affiliations unless it agreed to the station swaps. These allegations were the basis for the Commission's investigation of the agreement whereby Westinghouse turned over to NBC its Philadelphia stations in exchange for NBC's Cleveland stations plus $3 million.

The transfer was approved Dec. 21, 1955, by a vote of five to one (Comr. Bartley dissenting). Justice filed its complaint exactly one year later.

Federal District Judge William H. Kirkpatrick last January dismissed the suit on the ground that the FCC has primary jurisdiction and that once the Commission approved the transaction no other government agency could attack it in the courts [AT DEADLINE, Jan. 13].

NBC's Philadelphia stations are also on the receiving end of another attack. Philco Corp., Philadelphia radio-tv appliance manufacturer, in 1957 protested the renewal of the licenses of WRCV-AM-TV Philadelphia. The FCC dismissed the protest on the ground Philco had no standing. A court of appeals upheld the FCC and Philco asked the Supreme Court to review this ruling. Last month the Supreme Court asked the Solicitor General to ascertain the FCC's views [GOVERNMENT, Nov. 17].

'Globe' Petitions to Intervene In Boston Ch. 5 Remand Hearing

The *Boston Globe* last week petitioned the FCC to intervene in the Boston ch. 5 remand hearing. The newspaper claimed it not only had the right to be a party in the hearings, but said it had new evidence to present.

The Boston ch. 5 case was remanded to the FCC by the U.S. Court of Appeals last July. The court sent the case back because there were allegations that some parties had made off-the-record representations to FCC commissioners. The court, however, upheld the Commission's grant to WHDH Inc. (*Boston Herald-Traveler*). The charges were aired before the House Committee on Legislative Oversight earlier this year and involved alleged contact with then Comrs. Richard A. Mack and George C. McConnaughey.

Two weeks ago the Commission reopened the hearing record and assigned Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court, to hear the case.

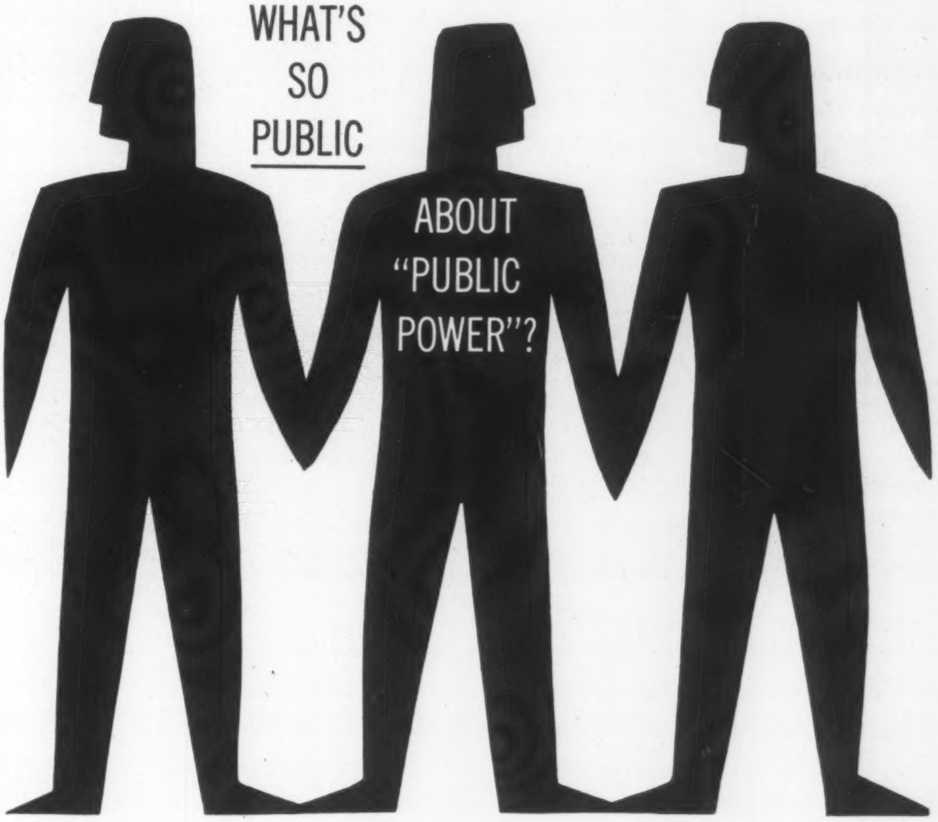
The *Boston Globe* attempted to intervene in the Boston ch. 5 case when the grant was originally made in 1957. It alleged then that principals of the *Boston Herald-Traveler* threatened to use its tv station to drive the *Globe* out of business. WHDH Inc. won the final FCC decision by a vote of four to two (Comrs. McConnaughey, Mack, John C. Doerfer and Robert E. Lee favoring, Rosel H. Hyde and Robert T. Bartley dissenting). Comr. T.A.M. Craven abstained.

Other parties in the original hearing, who are also parties in the rehearing, are Greater Boston Television Corp., Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. The Dept. of Justice was invited to participate *amicus curiae*.

Purchase of Rest of KNAC-TV By Reynolds Requires Hearing

The FCC last week told broadcaster-publisher Donald W. Reynolds a hearing is necessary on the concentration of control issue in Mr. Reynolds' proposal to buy the remaining 51% of KNAC-TV Fort Smith, Ark. (ch. 5), from Harry Pollock for $350,000, giving Mr. Reynolds sole ownership [CHANGING HANDS, Sept. 8].

The Commission said the application for sale made no showing on the factors of size, extent and location of the area to be served, the number of people to be served and the extent of other competitive services in the area; nor, the FCC said, was there any statement as to whether Mr. Reynolds would



"Public power" is a favorite term of the proponents of federal government electricity. But what's so *public* about "public power"—except that the public pays for it through taxes?

The public never asked for federal government electricity in the first place. Opinion polls show that most Americans would rather have the independent electric companies run the electric business.

And nine-tenths of the public doesn't get the *electricity* from the federal power systems. That goes to the relatively few "preferred customers" near the government power plants.

But the public *pays* for it—and pays plenty! To date, about 5½ *billion* dollars in tax money has been spent to build federal government electric systems. These billions are just a beginning if the "public power" pressure groups have their way. Right now they're pressing hard for 10 billion *more!*

And the whole program is so unnecessary. The independent electric companies are ready and able to provide all the electricity the nation will ever need —without using tax funds.

So far, the federal "public power" lobbyists and pressure groups have succeeded with this multi-billion-dollar tax grab because the public doesn't understand the facts and forces behind it. But informed Americans can stop it.

Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

set station rates in combination with his other broadcast properties.

Mr. Reynolds owns KFSA-AM-FM Fort Smith, KBRS Springdale, Ark., KHBG Okmulgee, Okla., KORK Las Vegas, Nev., KOLO-AM-TV Reno, KLRG-TV Henderson, Nev., and KGNS-TV Laredo, Tex. Mr. Reynolds also publishes the *Times Record* and *Southwest American,* Fort Smith's only daily newspapers, and several elsewhere.

Hoffman, Lee Get Uhf Grant

The FCC last week granted Pacific Broadcasters Corp. a construction permit for ch. 39 Bakersfield, Calif. Pacific Broadcasters is owned by electronics manufacturer H. L. Hoffman, 60%, and Terry H. Lee, 40%, former president and general manager of KOVR (TV) Stockton. The grant was made with the provision that ch. 39 might be changed to another channel as a result of pending rulemaking. Ch. 10 KERO-TV, ch. 29 KBAK-TV, both Bakersfield, and Kern Couny Broadcasting (applicant for ch. 17 Bakersfield) had filed objections to the Hoffman-Lee application.

FCC Okays Translator Switch

The FCC last week granted assignment of tv translator W79AA Claremont, N. H., from William L. Putnam Stations to ch. 3 WCAX-TV Burlington, Vt., for $3,600 including the lease of equipment for three years with option to renew or buy.

FINAL AFTRA OFFER GIVEN TO NETWORKS

- **Still at odds on 'policy'**
- **Major stumbling block: VTR**

The American Federation of Television & Radio Artists and the radio-tv networks were scheduled to meet in New York in an informal session last Friday afternoon (Dec. 12) to discuss an offer that AFTRA regards as its "final package." The old pact between AFTRA and the networks expired on Nov. 15 but performers have remained on the job.

The belief was that last Friday's informal meeting would be followed by a formal session today (Dec. 15). Sources close to AFTRA indicated that insofar as the union was concerned, this proposal was "final." It was said to represent the thinking of AFTRA's executive board, which met in New York last Wednesday, and of the key locals in Chicago and Hollywood. Though AFTRA spokesmen would not divulge the contract proposal, one official said: "This offer is one that both the networks and the union can live with."

It was reported that agreement has been reached on "money matters" but not on "policy matters." Areas said to be holding up an agreement include "stockpiling"; the size of announcing staffs (union wants guarantees against staff reduction because of use of videotape), and the question of the networks' right to use tapes made by independent producers, who use Screen Actors Guild personnel.

The networks and the union did not hold negotiation sessions last week until the Friday meeting, with the union devoting itself to formulating an offer it now regards as "final." The union already has received strike authorization from its members.

Talks have been held since late September. The main issue has been the new technique of videotape in all its ramifications. A satisfactory wage and re-use pattern is reported to have been evolved, said to be "considerably higher" than the Screen Actors Guild pattern with film studios covering tv film commercials and programs.

Network officials, meanwhile, were concentrating last week on contract talks with the Radio and Television Directors Guild, which forwarded its proposals to the networks on Dec. 4 [PERSONNEL RELATIONS, Dec. 8]. An all-day session was held last Thursday (Dec. 11) at which the networks sought clarification from RTDG of some of its demands. Negotiations will continue this week. This contract is slated to expire on Dec. 31.

Suit Testing AFM Trust Fund Up Today for Pre-Trial Hearing

A pre-trial hearing has been set for today (Dec. 15) on the first of four lawsuits brought by Hollywood musicians, members of Local 47, American Federation of Musicians, against the trust funds established by former AFM President James C. Petrillo. In this case, the plaintiff musicians allege that in negotiating its agreement with the phonograph recording industry, AFM improperly demanded that the employers make increased payments to the trust funds instead of increasing the wages of the musicians employed in the making of phonograph records.

Suit was filed two years ago [PERSONNEL RELATIONS, Nov. 26, 1956], followed by similar suits covering transcriptions, tv film scores and the sale of theatrical films to tv. Numerous legal skirmishes have advanced the litigation to the point at which the first case, the phonograph recording suit, is expected to come to trial early next year, probably in February or March, in Los Angeles Superior Court. Meanwhile, some $2 million dollars in payments which employers have contracted to pay into the trust funds is being held in receivership in Los Angeles by court order.

As a sidelight to those proceedings, Judge Lynch of Santa Monica (Calif.) Superior Court on Dec. 5 denied a motion to remove Cecil Read, Earl Evans, Uan Rasey and Bill Ulyate as trustees of the Musicians' Defense Fund, raised among members of Local 47 to carry on the litigation. The motion was based on a charge that since Mr. Read and the others were among the organizers of Musicians Guild of America as a rival union to AFM, they were no longer proper trustees of a fund established by members of AFM Local 47. With consent of all parties, the court continued the order restraining the use of defense fund money to aid MGA.

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

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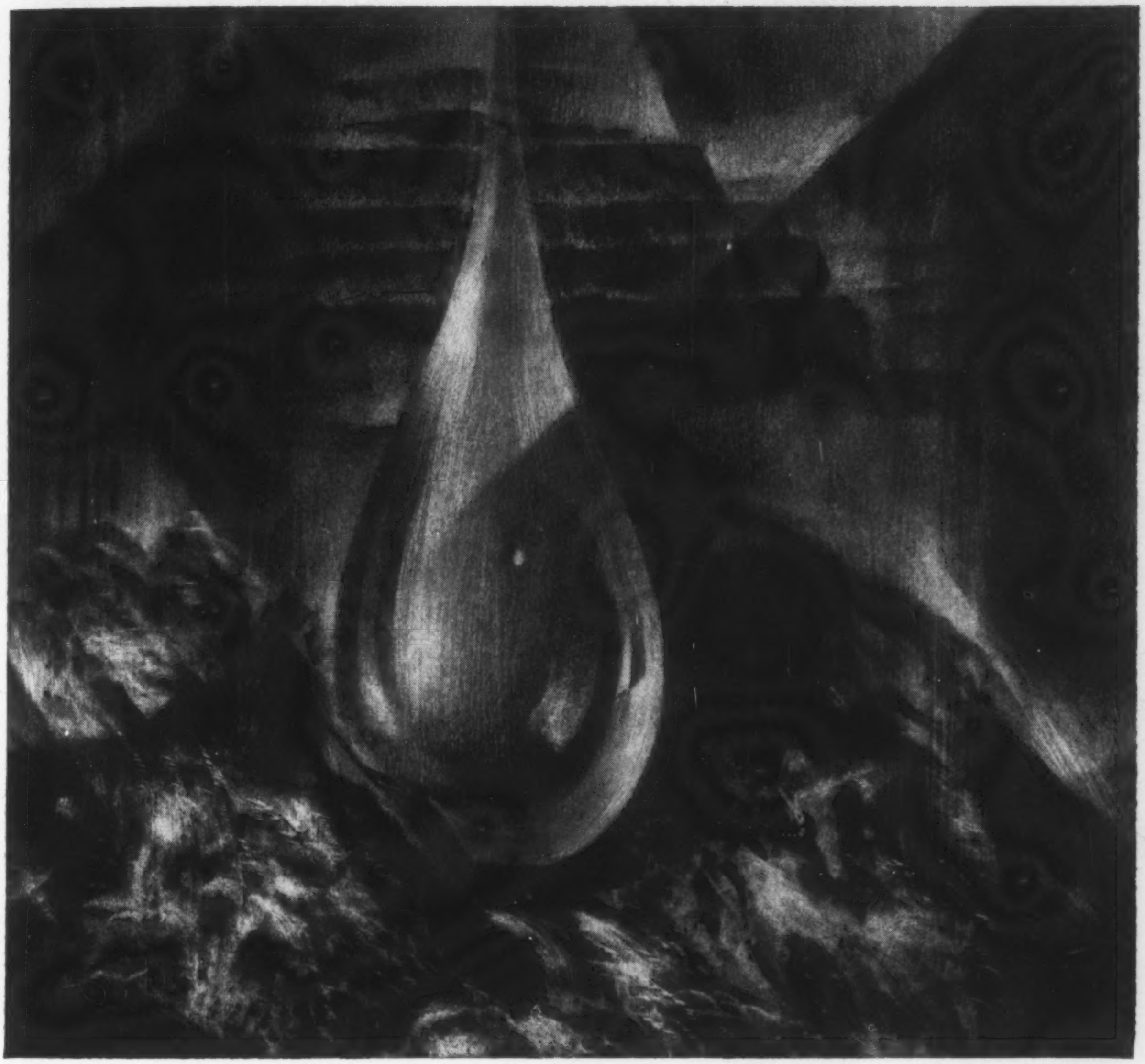
NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.



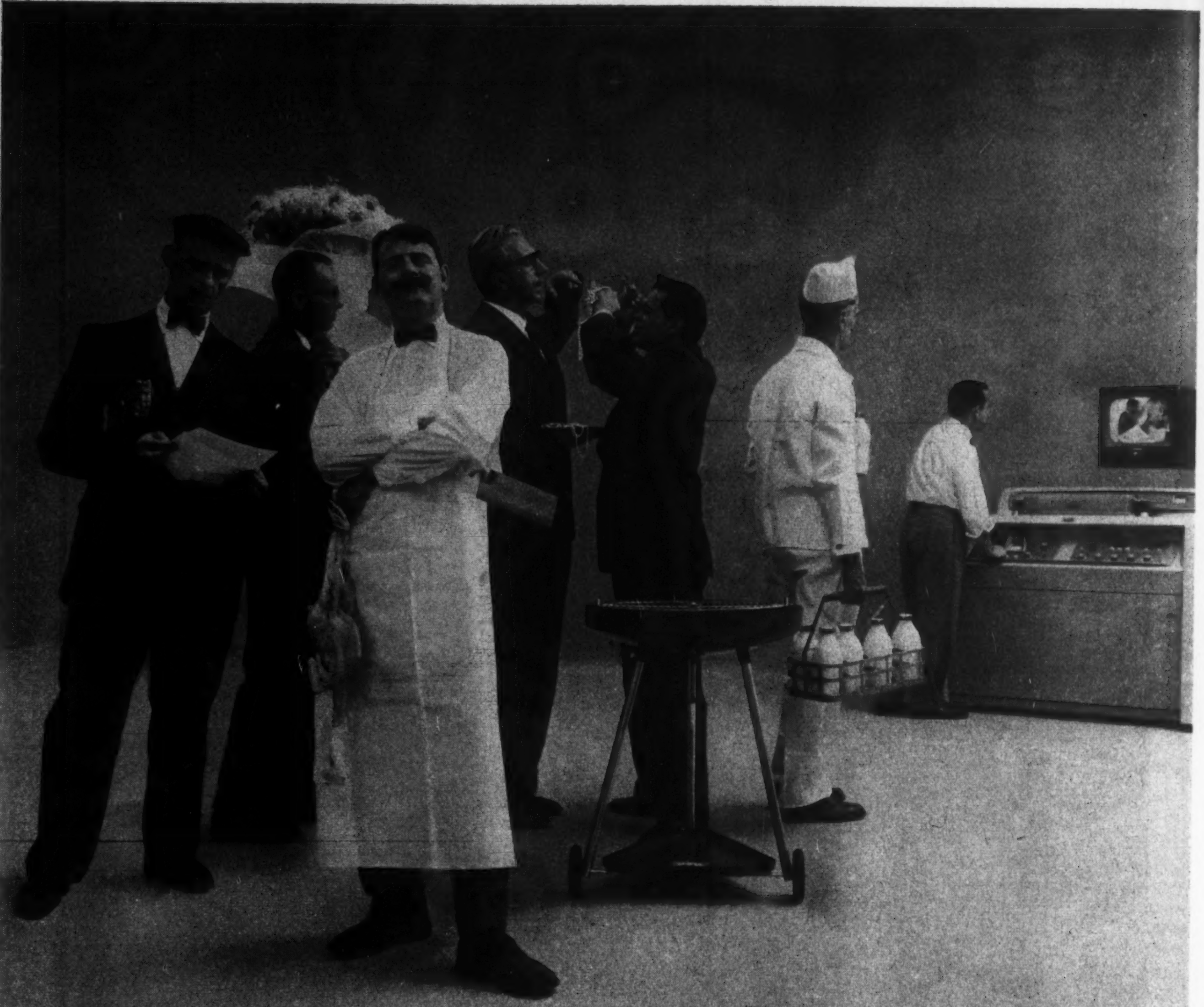
THE WASH THAT STOPPED THE DRAIN

More than fifty years ago, U. S. Steel scientists found a way to reclaim the iron particles in low grade ores by washing away the useless sandy particles. Thus they obtained a high grade ore from a low grade one—which early miners had pushed aside as worthless. In 1910, they built their first plant to handle this job of ore beneficiation, because they knew that even vast ore deposits like those of the Mesabi Range in Minnesota would soon be drained if only the richest ores were scooped out to feed our steel-hungry economy.

Today, more than ⅓ of all the iron ore shipped out of Minnesota is beneficiated ore. And U. S. Steel's research work on ore beneficiation is still going on to find even better ways to utilize and stretch our ore deposits.

USS is a registered trademark

USS United States Steel



Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

RADIO ASKS COURT EDICT ON ASCAP

Members of the All-Industry Radio Music License Committee voted unanimously last Thursday (Dec. 11) to go to court for "reasonable fees" for ASCAP music licenses for radio stations.

The move had been anticipated since the committee's negotiations with ASCAP were broken off when both sides agreed Dec. 3 that they were "hopelessly apart" and further discussions would serve "no useful purpose" [LEAD STORY, Dec. 8].

The committee authorized Emanuel Dannett, its counsel, to send letters immediately to the approximately 640 stations contributing to the committee's support, advising them what steps they must take to assure themselves of the right to continue using ASCAP music after current licenses expire Dec. 31. This letter was expected to go into the mails over the weekend. Another letter was slated to go to all other radio stations early this week.

Under the ASCAP consent decree as amended in 1950, any station applying to ASCAP for a license may continue using ASCAP music while rates are being determined. ASCAP must respond to this application by offering terms. The station may accept the terms or, if it considers them unreasonable, negotiate for better ones. If agreement is not reached within 60 days the station may then ask the U. S. District Court for the Southern District of New York to fix reasonable fees in a rate proceeding.

Issued by Robert T. Mason of WMRN Marion, Ohio, chairman of the all-industry group, the announcement of last week's decision said that efforts to work out "an equitable formula" for the use of ASCAP music had been met by refusal by ASCAP "to make any concession to the radio industry. As a consequence, members of the committee were of the opinion that they had no recourse other than to bring a court proceeding to have fees fixed."

He said the stations represented by individual members of the committee voted unanimously to go to court.

Committee members present at last week's meeting were Chairman Mason; George W. Armstrong, WHB Kansas City, KOMA Oklahoma City, WTIX New Orleans, WQAM Miami and WDGY Minneapolis; Cy N. Bahakel, WRIS Roanoke, and WWOD Lynchburg, Va., WKOX Kosciusko and WABG Greenwood, Miss., WKIN Kingsport, Tenn., and WLBJ Bowling Green, Ky.; Richard D. Buckley, WNEW New York and WHK Cleveland; Herbert E. Evans, WGAR Cleveland and WRFD Worthington, Ohio, WTTM Trenton, WMMN Fairmont, W. Va., and WNAX Yankton, S. D.; Bert Ferguson, WDIA Memphis; J. Wallen Jensen, KSL Salt Lake City; Herbert Krueger, WTAG Worcester, Mass.; William S. Morgan Jr., KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, and WAKY Louisville; Elliott M. Sanger, WQXR New York; Calvin J. Smith, KFAC Los Angeles; Sherwood J. Tarlow, WHIL Boston and WARE Ware, Mass., WHYE Roanoke, Va., WWOK Charlotte, N. C., WLOB Portland, Me., and WJBW New Orleans; and Jack S. Younts, WEEB Southern Pines, N. C. Mr. Dannett, as counsel, and his partner, William W. Golub, also participated.

Barring new overtures by ASCAP, committee authorities anticipated no further meeting of the group until early 1959, when preparations will be started for negotiation of new radio music license contracts with BMI. Current BMI contracts expire in March.

PLOWING NEW FIELD

Ampex' new mobile videotaping unit will get its first commercial workout Jan. 29 in Yuma, Ariz., when it will be used to pre-tape Ford tractors at work for a closed-circuit program which NBC-TV will put on Feb. 3 for Ford's Tractor & Implement Div.

International Transmissions Inc. Providing European Coverage

A new "voiced" radio news service, International Transmissions Inc., New York, began operations last week, providing coverage of European news devolopments.

Sumner Glimcher, president of the new organization, said service has begun to WMCA New York; WIP Philadelphia; KOIA Des Moines, Iowa; WOHO Toledo and WHOT Campbell, both Ohio. Initially, the service covers five one-minute news reports on Monday and Thursday only, but plans are to expand to daily coverage.

The reports will be received by radio relay from free lance correspondents in Berlin, Munich, Paris, Rome, Bonn, Geneva, Athens, Stockholm and London; taped in New York, and then relayed to client stations. International Transmissions is at 480 Lexington Ave., New York, N.Y., Telephone: Yukon 6-5706.

BMI's Wall Dies After Stroke

Charles A. Wall, 59, vice president and treasurer of Broadcast Music Inc. and president of Associated Music Publishers, BMI subsidiary, died in New York last Monday (Dec. 8) after a stroke. He joined BMI in 1947 and took the AMP post in 1952. From 1928 until 1941 Mr. Wall was with NBC as budget officer in the treasurer's department and business manager of program department. He served in the Army during World War II, returning to NBC as vice president in charge of finance in 1945. Mr. Wall retired from the Army Reserve (colonel) earlier this year. Survivors include his wife, two children and brother.

MR. WALL

We taped the weekend shows

Mr. Ken James, Program Director
KENS-TV, San Antonio

"We Videotaped* the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs—featured 'live' guests who would not have been available without Videotape!"

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

ZECKENDORF: WJAR-AM-TV BUYER

- **Webb & Knapp, Mullins ready to expand in broadcasting**
- **Stevens out of Providence deal; Sinclair fights sale**

Now you see him, now you don't.

That was the fate last week of Broadway producer Roger L. Stevens in his venture to purchase The Outlet Co. and WJAR-AM-TV Providence, R.I. His former "mystery" associates were revealed late Wednesday night (Dec. 10) in the sale picture, as Mr. Stevens faded out.

But a cloud shadowed the whole purchase as an Outlet Co. heir started litigation to block the sale.

For reasons they preferred to keep to themselves but apparently purely financial, Mr. Stevens assigned his interest in the nearly $12 million Providence purchase to real estate magnate William Zeckendorf whose Webb & Knapp Inc. plans with John C. Mullins to buy up the outstanding stock of The Outlet Co. from several estates and individual stockholders for $120 a share [Broadcasting, Dec. 8]. Webb & Knapp and Mr. Mullins, president of KBTV (TV) Denver, are each 50% owners of KBTV. The new purchasing entity in the Providence purchase is the 91065 Corp., a subsidiary of Tv-Denver Inc., the KBTV licensee.

ODD MAN OUT—*A week previous, Broadway producer Roger Stevens would have been in the empty chair with William Zeckendorf (r) and John C. Mullins to complete the threesome buying The Outlet Co. WJAR-AM-TV Providence. Last week he was gone leaving only Messrs. Mullins and Zeckendorf to talk about their further broadcast diversification in the glass penthouse overlooking 383 Madison Ave., New York.*

91065 Corp. is described as "traditional Zeckendorf." He is said to keep at hand various numbered paper corporations which can be ready facilities to meet any emergency faced any time and anywhere by Webb & Knapp, self-styled as "the world's largest real estate development company." Mr. Zeckendorf is president of Webb & Knapp and he and his family own 35% of its stock.

The 91065 Corp. doesn't have an absolutely open door to consummate its Providence purchase. To proceed finally, it will have to be able to acquire at least a cumulative 70% of the outstanding stock in Outlet (55% from trusts and a minimum of 15% from others) and it will have to await the settlement of a suit filed by Joseph (Dody) Sinclair, second-generation heir to one of the principal estates, which seeks to stop the trustees from making the sale.

Mr. Sinclair is station manager of WJAR-TV and grandson of the late Col. Joseph Samuels, who with his brother, the late Leon Samuels, founded The Outlet Co., Rhode Island's largest department store. Mr. Sinclair is protesting sale of the stock by the trustees on the ground the estate will be unnecessarily diluted through the estate tax payments which will be required.

State Superior Court Judge G. Frederick Frost on Wednesday denied Mr. Sinclair's petition for temporary restraint but set Jan. 19 for hearing of a petition for formal restraint. The cumulative stock acquisition cannot be completed before then, it was noted, and the station transfer applications also must have FCC approval. The agreement allows six months for the FCC to act.

Whatever the outcome of the Providence venture, Messrs. Zeckendorf and Mullins are moving ahead aggressively now to diversify and increase their broadcast holdings (Mr. Zeckendorf not personally but through Webb & Knapp) to the full limit allowed by the FCC. Mr. Mullins will be in charge of the exploration and negotiations, not only for himself personally but also for Webb & Knapp [Closed Circuit, Dec. 8].

"We are only interested in big properties," Mr. Mullins said Thursday. "We are negotiating now on a third and a fourth tv station, one of which would involve the purchase of a large newspaper property along with it," he added, not detailing where or how soon agreements might be signed. He said he has been working on the Providence purchase for nearly 1½ years.

Mr. Mullins said there is no timetable for the ultimate acquisition of a full complement of stations and the search and purchases would run probably through a period of up to three years.

Mr. Zeckendorf, asked what sparked his interest and that of Webb & Knapp in deciding to expand investments in the broadcast field, smiled and snapped, "John Mullins."

Mr. Zeckendorf said the KBTV investment has been a very good one and the station is doing well in a highly competitive market. He has visited KBTV twice. He and Webb & Knapp are responsible for the huge redevelopment of the old Court House Square area now underway in the center of Denver. KBTV will be relocated in the new 20-story, 1,000-room hotel to be operated there by the Hilton chain. Completion is expected in 1959.

Will Mr. Stevens show up again in the Providence venture? A source close to Mr. Stevens (he personally wouldn't explain) was quite sure he would, but not in connection with the WJAR properties. A source close to Mr. Zeckendorf, however, cautioned, "It wouldn't be wise" to speculate that Mr. Stevens would be identified with the Outlet Co. department store investment.

Mr. Zeckendorf explained Mr. Stevens' disappearance from the original three-way syndicate in brief terms: "Webb & Knapp bought a large majority portion from Mr. Stevens. We have no plans for The Outlet Co. It will be retained."

Broadcasters 'Plagued' by Bans On Medium's Coverage—Bell

Increasing impact of radio and tv—150 million radio sets and 47 million tv sets in operation—is aggravating the evils of discrimination against electronic reporting, according to Howard H. Bell, NAB assistant to the president.

He told the Freedom of Information Conference at the U. of Missouri School of Journalism late last week in Columbia, that broadcasters are plagued by bans on coverage of court trials, blocks to microphones and cameras at public hearings, a prohibition in rules of the House of Representatives, and barriers to coverage of some state legislatures.

A score of leaders in the right-to-know

IT STARTED AT BREAKFAST

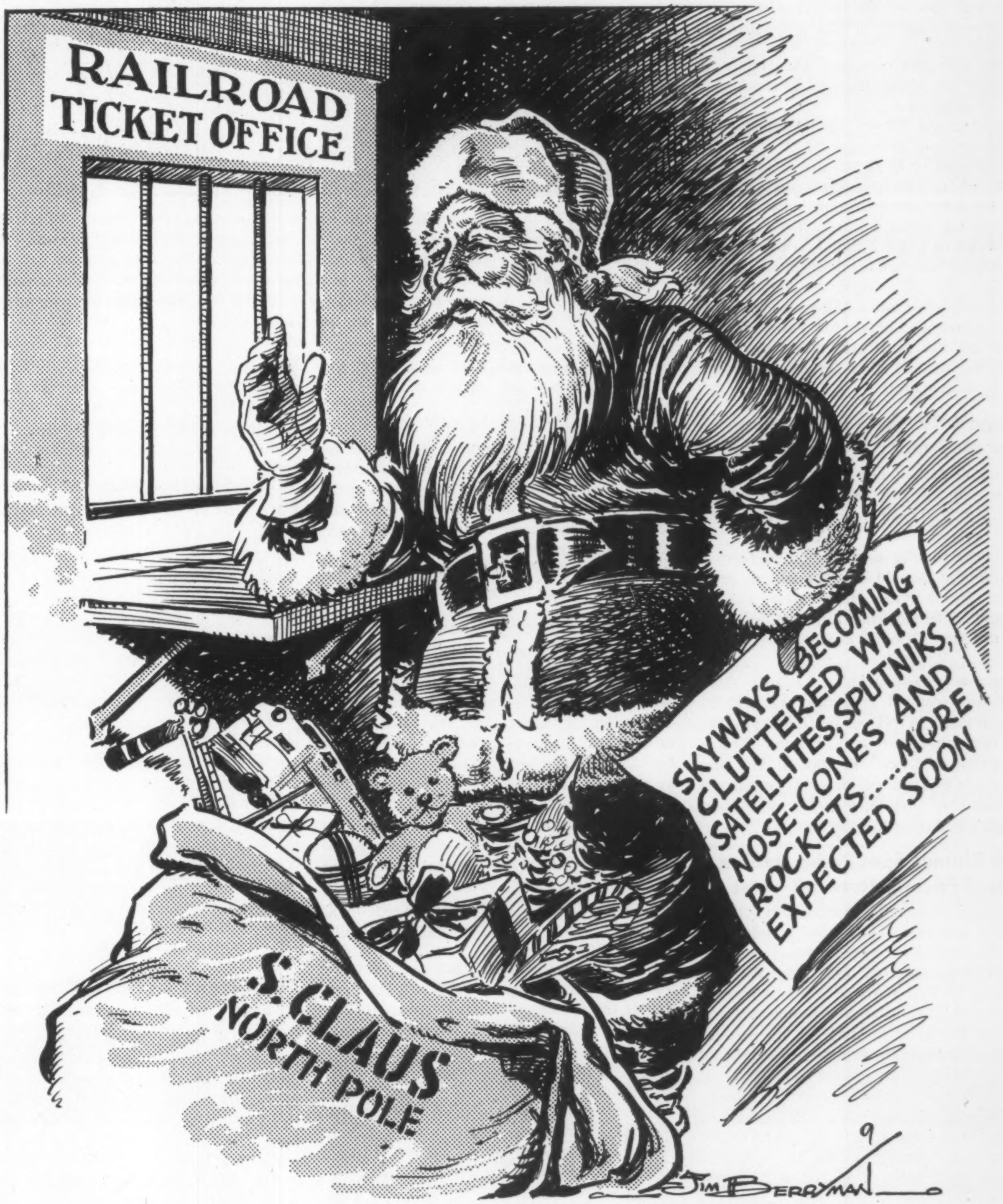
The budding broadcast holdings of real estate's legendary William Zeckendorf and television's John C. Mullins had a casual beginning.

Mr. Mullins already was half-owner and president of KBTV (TV) Denver at the time (1955), the seed was planted. He had sold KPHO-AM-TV Phoenix to Meredith Pub. Co. two years previous, a property he acquired in 1949 after many years as an amusement park operator in Tulsa and Phoenix (Mr. Mullins started Tulsan Patti Page on her vocal career in 1939 at $20 a week.)

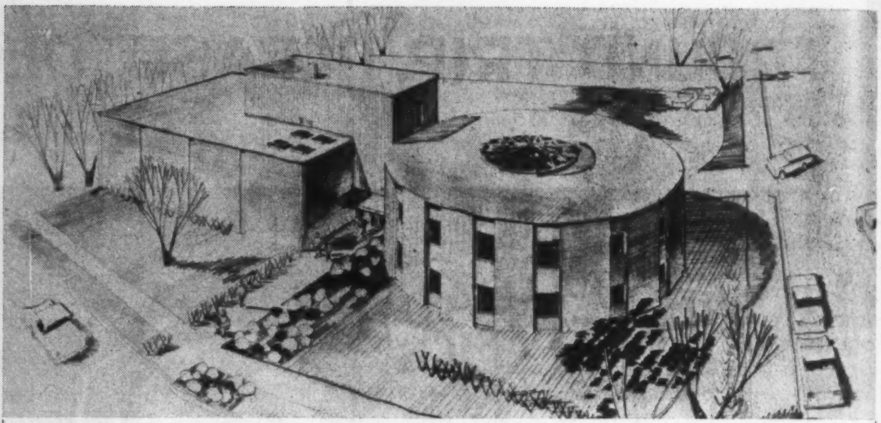
Messrs. Mullins and Zeckendorf first met as breakfast guests of *Denver Post* Editor Palmer Hoyt aboard a train for Cheyenne, Wyo., "Frontier Days" festivities. But the first impressions were impressive, for Mr. Zeckendorf's Webb & Knapp only months later became the other 50% owner of KBTV, acquring the interest of Frank Leu. They now modestly hope the rest will make industry history. It will be a new "view" for Mr. Zeckendorf to scan from his $500,000 two-story glass-walled penthouse office atop 383 Madison Ave., New York.

Even Mr. Zeckendorf's executive secretary, Mrs. Mary E. Blessington, is in broadcasting to a degree. Her son, formerly of NBC-TV, is now a radio account executive with Branham Co. in New York and her daughter works for NAB in Washington.

"ROUND TRIP, PLEASE...DECEMBER 25th"


RAILROAD
TICKET OFFICE
SKYWAYS BECOMING CLUTTERED WITH SATELLITES, SPUTNIKS, NOSE-CONES AND ROCKETS..... MORE EXPECTED SOON
S. CLAUS
NORTH POLE
9
JIM BERRYMAN

for the ASSOCIATION OF AMERICAN RAILROADS



CONTRASTS in shapes feature in the design of the $288,000 Tribune-WFHR Wisconsin Rapids, Wis., building, scheduled for occupancy next fall. Studios and offices of the radio station and offices of affiliate *Wisconsin Rapids Daily Tribune* will be in the round building. The rectangular construction will house the newspaper's mechanical department. A three-story building connects the two. Including equipment, total investment at the South First Ave. site represents $580,000.

movement took part in the Dec. 11-12 conference, directed by Dean Earl English of the school. It was co-sponsored by the university and the mid-Missouri chapter of Sigma Delta Chi.

Murray Snyder, assistant secretary of defense, said military leaders are deeply concerned over the vast amount of information made available to the public and other nations. He said he knows of no important military man who favors censorship in peacetime but added that national security must be protected.

Samuel J. Archibald, staff administrator for the House Government Information Subcommittee, said there still is a "paper curtain hiding official actions in Washington." He anticipated friction between Congress and the executive branch over executive claims of constitutional power to impose secrecy. He said a bill enacted by Congress last August sought to remove any secrecy authority from a 189-year-old statute giving department heads the power to run their offices but said there aren't any signs that public records have since been turned loose by bureaucrats.

Chicago's 17 Am, Fm Stations Act on McGannon Promotion Idea

A kickoff date of Dec. 22 has been set by Chicago am and fm stations for an aggressive institutional "sell radio on the air" campaign.

The idea for the drive stemmed from a suggestion by Donald H. McGannon, president of Westinghouse Broadcasting Co., at last month's Broadcasters Promotion Assn. convention in St. Louis [TRADE ASSNS., Nov. 24].

Agreement by Chicago's 17 area radio outlets was reached at a meeting held by Westinghouse's WIND in that city. Purpose of the campaign is to "build interest in radio as a selling medium." Promotion kits prepared by WBC include air spots, consumer advertisements, envelope stuffers and basic radio statistics.

Webb Blames Spot Radio Decline On Dual Pricing, Network Rates

"Bargain basement" prices being offered by radio networks and the double rate structure employed by "so many stations throughout the country" were cited Wednesday (Dec. 10) by Lawrence Webb, managing director of the Station Representatives Assn., as foremost reasons for the further decline of spot radio billings, especially in smaller markets. Mr. Webb reported national spot radio suffered a decline in the third quarter of this year with a loss of $1,544,000 over the same period of 1957.

Estimated figures for the third quarter totaled $43,085,000, compared to $44,629,000 for the same quarter last year. They were compiled for SRA by Price Waterhouse Co.

Gross time sales for the first nine months of 1958 were estimated to total $136,639,000, an increase of 4% over the $131,397,000 for the first nine months of 1957. But preliminary figures for October and November, Mr. Webb said, indicate a further decline in the use of national spot radio advertising and final figures for the entire year "may run slightly behind 1957, when total estimated sales were $183,097,000."

Mr. Webb said that until such time as stations establish a clear-cut one-rate policy, "or at least a sound workable policy with regard to a local or retail rate, radio advertising will never reach its maximum potential, even though advertisers know it is one of the greatest means of communication this country has ever known."

WIRL Puts Strong Spotlight On 7-week Caterpillar Strike

WIRL, Peoria, Ill., claims part-credit for breaking the seven-week strike deadlock at Caterpillar Tractor Co. The strike was called Oct. 9, and affected not only Peoria but neighboring Morton and Decatur, Ill., as well as York, Pa., where Caterpillar maintains plants.

WIRL went on the air thrice weekly with hourly, two-minute editorials, taking no sides but urging conciliation. The station broadcast man-on-the-street interviews with spokesmen of both labor and management, following this up by covering negotiations in Chicago. Reporter George Barrette parked outside the conference suite, delivering 30 telephoned reports to WIRL listeners. Before the settlements, Mr. Barrette (former executive editor of the *Peoria Journal-Star*) predicted it would come by Nov. 27 with a return to work at Peoria the following Monday (Dec. 1).

The prediction came true, and WIRL says it scooped competitors by at least 30 minutes with the announcement of the strike's settlement.

KOMA Joins NBC With Splash

Special pickups from NBC newsmen in New York, London, Cairo and Moscow were piped into a luncheon meeting staged in Oklahoma City last Tuesday to mark the affiliation of Todd Storz' KOMA Oklahoma City with NBC Radio. [NETWORKS, Dec. 1]. The network's 1 p.m. newscast, featuring Morgan Beatty, also originated from the luncheon, attended by some 200 business, educational, civic and social leaders. Matthew J. Culligan, executive vice president in charge of NBC Radio, arranged for the features and also was a principal speaker.

WTIG Offers Broadcast Time For Southern Integration Views

Rep. John Bell William (D-Miss.) Thursday (Dec. 11) promised that WTIG Massillon, Ohio, would be taken up on an offer to air both sides of the integration question. In a recent interview telecast by WDSU-TV New Orleans, Rep. Williams stated that many radio and tv stations are guilty of using a "propaganda curtain" to shut out news about the South's position on civil rights.

Hearing of the congressman's statement, Richard J. Scholem, co-manager of WTIG, wrote the station "has been active in editorializing for integration, equal treatment and human rights over states' rights." He said, however, that WTIG would be glad to give the other side of the controversy "if there is any substance in the South's present position." Rep. Williams said WTIG would be offered a series of programs outlining the position of opponents of the Supreme Court's 1954 integration decision.

Music-News Stations Show Badly In Study of Housewives for WOR

Another salvo in the battle between "music and news" and "varied programming" stations will be fired this week when WOR New York releases results of a special survey by The Pulse Inc., which indicates that New York housewives prefer varied programming outlets by a substantial margin.

The study, conducted by Pulse last March-April among 1,081 housewives in the 17-county New York metropolitan area, sought to determine both the listening and shopping habits of respondents.

The survey shows in regard to shopping habits that housewives shop in food and grocery stores throughout the week, rather than merely weekends; more than twice as many housewives listen to radio as read newspapers prior to going shopping; varied programming outlets reach more housewives than music-news stations prior to shopping.

Copies of the study will be distributed to key executives at advertising agencies this week, starting today (Dec. 15). Other interested organizations may receive copies by writing the WOR Research Dept., 1440 Broadway, New York, N.Y.

Stations Strain to Fill Void Left by Silenced N. Y. Press

New York City's 16 am, 12 fm and 7 tv stations strained to the limit last week to bring the news—and the commercials—to a town deprived of its nine daily newspapers by a delivery strike. Items:

WQXR, owned by the *New York Times*, had that newspaper's entire staff—including foreign correspondents—turned over to it for radio news, including reviews, financial reports and editorials.

WABC-TV pre-empted commercial time to carry news bulletins.

WNEW pressed five new staffers into service, expanded its news schedule to present programs every quarter hour.

WOV distributed a "news sheet" in Harlem subway stations, and broadcast extra financial-business newscasts sponsored by Bache & Co., stockbrokers.

WLIB recruited over 100 "stringers" from civic organizations to cover local news, also distributed mimeographed news bulletins in Harlem subway stations.

WRCA-AM-TV expanded news schedules, published "commuters editions" of bulletins for distribution at Grand Central and Pennsylvania terminals and other key points in mid-Manhattan. Circulation: 150,000.

WCBS, in addition to expanded news programs, broadcast excerpts of news stories from non-distributed New York papers.

WPAT to Carry 'Daily News'

The *New York Daily News*, deprived of a radio outlet when WNEW New York announced it would sever their 17-year association Dec. 31 [Stations, Nov. 17], has connected with a new station. Effective Jan. 1, the paper's *News Around the Clock* programs will be heard on WPAT Paterson, N.J.

SONG HITCH

"Beep Beep," No. 2 on the song hit lists, last week provided WIBG Philadelphia with a promotion-contest that a local advertiser was only too happy to underwrite. Lyrics of the song tell the maddening effect of the Rambler's horn behind a Cadillac that tries to accelerate away. WIBG announced several times a day that phone calls would be placed at undisclosed times and, if the person called started the conversation with "Beep Beep," a Nash Rambler would be awarded. The custom-tailored sponsor for this caper was Thorton - Fuller Metro Rambler of Philadelphia.

CAROLERS AT YOUR DOOR?

Are they legitimate solicitors or not? You want to be sure.

If a Seventh-day Adventist solicitor calls at your home this Christmas season you *can* be sure that he represents a sound, accepted program of public service:

1. The INGATHERING work, or world missions appeal, in which he is engaged has a 55-year record of community support throughout the nation.
2. He is an unpaid volunteer worker.
3. Your contributions do not go to the support of his local church but help speed humanitarian and educational work around the world.
4. His denomination last year performed welfare services worth more than $24,000,000, yet received less than one-fifth of this in public contributions.
5. He, himself, gives generously, more than 10%, perhaps 20% of his income.
6. He, and we, wish you personal happiness, not only for this season but also for an eternity to come!

For a complimentary copy of this year's INGATHERING brochure, describing the program in detail, write:

Seventh-day Adventist Information Services

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

1

United Press International news produces!

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KLYN AMARILLO, TEX. • Sold by Lee Nichols and Boyd Whitney to Giles E. Miller and J. G. Schatz of Chicago (owners of KOKE Austin, Tex.) for $147,000. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. Inc. KLYN is on 940 kc with 1 kw, directional antenna same pattern day and night.

KDRO-TV SEDALIA, MO. • Sold to Cook Paint and Varnish Co. (Lathrop G. Backstrom, president) by Milton J. Hinlein, 77%, and others for $50,000 (in addition to previous loan of approximately $50,000). Cook Paint and Varnish owns KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan. KDRO-TV is on ch. 6 and is affiliated with ABC-TV.

WRON RONCEVERTE, W. VA. • 84.1% interest sold by Charles E. Springer to James E. and Betty Ann Venable for $63,150. The Venables are from Columbus, Ohio. Mrs. Venable was a tv personality in both Columbus and Dayton, Ohio. The sale was handled by Blackburn & Co. WRON is on 1400 kc with 250 w.

APPROVED

The following transfers of station interests were approved by the FCC last week. Also see For the Record, *page 82.*

WEBC DULUTH, MINN. • Sold to WEBC Inc. (President George H. Clinton has interest in WTMA-AM-FM Charleston, S. C.) by Head of the Lakes Broadcasting Co. for $250,000. WEBC is on 560 kc with 5 kw, directional antenna different pattern day and night and is affiliated with NBC.

WABR WINTER PARK, FLA. • Sold to Contemporary Broadcasting Co. (J. Edward Edwards, president) by Orange County Broadcasters Inc. for $225,000. WABR is on 1440 kc with 5 kw, day.

WKIX-AM-FM RALEIGH, N. C. • Sold to WKIX Broadcasting Co. (Ralph C. Price, president) for $215,000 by Ted Oberfelder Broadcasting Co. This grant is subject to the condition that James M. Stephenson dispose of his interest in WFVG Fuquay Springs, N. C., prior to the consummation of the assignment of licenses. WKIX is on 850 kc with 10 kw, day, 5 kw, night, directional antenna night. WKIX-FM is on 96.1 mc with 29.5 kw. The stations are affiliated with ABC and MBS.

WSJM ST. JOSEPH, MICH. • Sold to WSJM Inc. (William E. Walker, president) by Lake Broadcasters Inc. for $152,319. This grant is subject to the condition that Benedict F. Hovel divest himself of interest in WHBL Sheboygan, Wis., within 90 days after consummation of the WSJM assignment of license. Besides WHBL, interests in which the WSJM assignee stockholders are involved, either singly or collectively, include: WBEV Beaver Dam, WSHE Sheboygan, WMAM-WMBV-TV Marinette, WKOW-AM-TV Madison, all Wisconsin; KCLN Clinton, Iowa, and WONN Lakeland, Fla. WSJM is on 1400 kc with 250 w.

PACIFIC NORTHWEST

Booming market—great radio area. Has CP for 5Kw to extend present wide coverage. Top-rated station. Easy eight year payout out of earnings, with substantial profit left. Down payment can be negotiated.

$92,000

FLORIDA

Powerful daytimer in major market, showing some profit and steady improvement. An ideal opportunity for owner-operator. $50,000 cash and reasonable terms.

$170,000

FAR WEST

Prosperous, well known market. Fulltime operation. Has shown excellent profit each year—current fiscal year at all time high. 25% down, balance over 5 years.

$185,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Triangle Pays $3 Million For KFRE-AM-TV, KRFM (FM)

Application for the $3 million purchase of KFRE-AM-TV and KRFM (FM) Fresno, Calif., by the $66 million Triangle Publications Inc. organization was filed last week with the FCC.

Purchase of the Fresno CBS affiliated outlets by the Philadelphia publishing-broadcasting company was announced last month [Changing Hands, Nov. 24].

Triangle balance sheet as of Sept. 7 showed total assets of $66,554,120, with current assets amounting to $27,018,208. Current liabilities amounted to $17, 144,761; loans and other long term obligations, $9,069,667; deferred income, $4,769,560, and capital and surplus, $35,570,132. Net income of Triangle after federal income taxes for the years 1956 and 1957 was in excess of $2 million, the application showed. Triangle is principally owned by W. H. Annenberg and family, and publishes the *Philadelphia Inquirer, Tv Guide,* and other publications, and owns WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven, Conn.; WFBG-AM-TV Altoona, Pa.; WLRB-TV Lebanon, Pa.; WNBF-AM-FM-TV Binghamton, N.Y. Last month Triangle purchased *Television Digest* and *Tv Factbook,* Washington trade newsletter.

Present owners of KFRE stations said they were selling because of "years of frustration and uncertainty caused by protracted litigation . . ." Fresno is under consideration for deintermixture, with the possibility that KFRE's ch. 12 will be moved to Bakersfield. Paul R. Bartlett is the principal owner of KFRE.

Stations' balance sheet as of Oct. 31 showed total assets of $792,562, with current assets at $379,017. Current liabilities amounted to $228,283; long term notes, $66,958; surplus, $400,061, and capital stock, $97,260. Estimated replacement value of KFRE land, buildings and equipment was $1,295,000.

The application indicated that the $3 million purchase price will be paid $870,000 in cash at closing, with 5½% yearly notes of $426,000 to be paid annually for five years.

STATION SHORT

KTTV (TV) Los Angeles has increased one-minute rate for class AA time (7-11 p.m.) from $600 to $700, effective Dec. 1, first time in three years rate has been changed. New rate included in KTTV's rate card #11, which also establishes three rate classifications, one for one-time flat rate, others for discount patterns for numbers of announcements up to 30 per week.

Set Production, Sales Off for October, Year

Production and sales of radio and tv sets in October are running below figures for October 1957, with 10-month figures following a similar trend for the year, according to Electronic Industries Assn.

Manufacturers produced 495,617 tv sets in October and 4,067,806 in the first 10 months of 1958 compared to 661,994 and 5,251,158 in the respective 1957 periods. Uhf output totaled 42,171 sets in October and 353,980 for 10 months of 1958 compared to 83,372 and 669,277 in the same 1957 periods.

The factories turned out 1,305,857 radios in October and 9,489,544 in the first 10 months of 1958 compared to 1,569,180 and 11,945,534 in the same 1957 periods. Fm output totaled 59,586 sets in October and 235,647 since July when fm data were resumed by EIA. Output of auto radios totaled 296,067 in October and 2,679,618 in the 10 months of 1958 compared to 522,746 and 4,362,091 in the 1957 periods.

Retail sales of tv sets totaled 523,440 in October and 3,991,530 in 10 months of 1958 compared to 577,589 and 5,024,670 in the same 1957 periods. Retail sales of radio sets totaled 743,368 in October and 5,647,044 in the 10 months of 1958 compared to 923,849 and 6,764,221 in the comparable 1957 periods. Auto radios move directly to auto factories.

Tv and radio set production figures during October and the first 10 months of 1958 follow:

	Television	Auto Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
July	274,999	186,379	621,541
Aug.	507,526	242,915	1,028,852
Sept.	621,734	489,738	1,567,135
Oct.	495,617	296,067	1,305,857
TOTAL	4,067,806	2,679,618	9,489,544

RCA to Show Color Microwave

Live color demonstration of new microwave system developed by RCA to be held Thursday (Dec. 11) in Camden, N.J. Broadcast engineers and community antenna people will attend showing of simulated 240-mile multiple-hop system claiming no deterioration of picture. Application: for community tv antenna systems, for broadcasters in multiple-station markets and possibly to permit stations not now receiving color off network to do so.

Boost Seen in Tv Set Sales

"Sharp improvement in tv set sales in 1959" is predicted by the "value line" investment survey of Arnold Bernhard & Co., New York, published this month. It is cited among several factors which will make electric equipment companies a top growth group next year. The study notes tv set inventories are approaching a seven-year low and one-fourth of sets now in homes are more than five years old. The firm forecasts a color set spurt in a few years, jumping from a production estimate of 250,000 units in 1959 to 4.2 million annually in the period 1962-64. The "most promising" stock label is affixed to Admiral, Emerson, Philco and Raytheon "and for more conservative portfolios, RCA."

Manufacturers Honor McDonald With Memorial Lab in Chicago

A memorial lab has been established at the U. of Chicago Medical Center in honor of the late Comdr. Eugene F. McDonald Jr., founder-president of Zenith Radio Corp., who died last May 15.

The lab, which will be devoted to expanded use of "exfoliative cytology" techniques for cancer detection, has been financed by members of the radio-tv manufacturing industry. The memorial reportedly was suggested by Paul Galvin, board chairman of Motorola Inc., and the appeal was signed by Powell Crosley Jr., radio pioneer and former president of Crosley Radio Corp. Its formation was announced Thursday by Dr. Lowell T. Coggeshall, dean of the U. of Chicago's biological sciences division.

Contributions reached approximately $155,000 by last week and are still being received by the school. The memorial was established because of Comdr. McDonald's interest in cancer research.

High-Fi Market to Peak Next Year, Silber Forecasts

George Silber, president of the Institute of High Fidelity Manufacturers, has predicted that makers of components high fidelity equipment for the home will enjoy a record year in 1959. "Perfection of stereophonic sound reproduction and dramatic advances in stereo broadcasting" will bring industry retail volume to about $300 million, Mr. Silber said, adding this would be an increase of 15% over 1958 sales of $260 million.

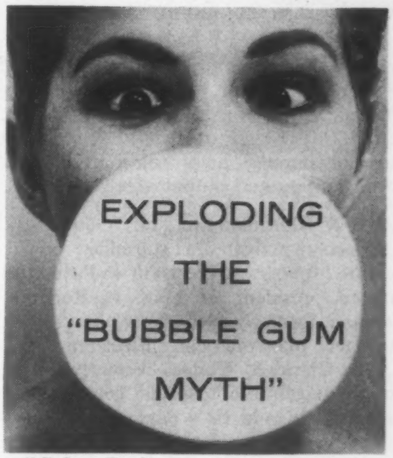
Total retail sales in 1950, the year in which the component high fidelity industry "actually started," amounted to $12 million. Volume increased to $27.5 million in 1951; $47 million in 1952; $73 million in 1953; $96 million in 1954; $121 million in 1955; $163 million in 1956; and $225 million in 1957, Mr. Silber reported.

4-Way Fm Antenna From Britain

Manufacture and installation of a new transmitter and antenna capable of beaming four different fm programs simultaneously has been announced by Standard Telephones & Cables Ltd., Great Britain, affiliate of International Telephone & Telegraph Corp. Installed at Sandale, the equipment (used by BBC) is believed the only one transmitting four fm programs at different frequencies from one antenna. Several U. S. stations share a single antenna for beaming two fm programs simultaneously.

MANUFACTURING SHORTS

Harman-Kardon, Westbury, N. Y., announces that new am-fm tuner, designed as completely-integrated multiplex receiver, will be delivered to dealers this month. Unit, model T250, provides built-in signal, power supply and space within chassis to accommo-



"Color Radio" sells *more* than bubble gum. Pulse rates **KFWB** #1 in Los Angeles... *and proves that four out of five* **KFWB** *listeners are adults.* We're #1 in Hooper, too!

Channel 98 my mommy listens to KFW··B

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by **JOHN BLAIR & CO.** AC-1

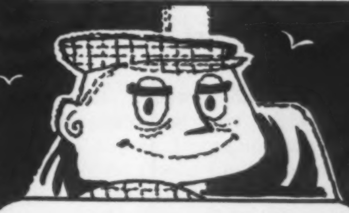
You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

date and operate Harman-Kardon MA 250 Multiplex Adapter. H-K sales manager Murray Rosenberg said last week that T250 ("The Ode") has "uniquely low distortion, superior impulse noise rejection plus uniform limiting and output at all signals."

Lewis & Kaufman Ltd., Los Gatos, Calif., has been re-activated as subsidiary corporation of Monogram Precision Industries Inc. Named president of L&K is Robert A. Lehman, formerly executive v.p. and general manager of American Electronics Inc., L. A. Clark E. Coffee, formerly production manager and assistant general manager of Dalmotor Co., Santa Clara, Calif., named general manager of L&K.

Todd Co. Div., Burroughs Corp., Rochester, N. Y., announces availability of free check analysis service for radio and tv industry to help its members re-design their checks for electronic bank bookkeeping. Service will be provided by firm's Check Analysis & Design Department, created to assist in re-designing checks to meet needs of new electronic bookkeeping equipment installed in banks. Companies should send sample check to Check Analysis & Design Dept., Todd Co. Div., Burroughs Corp., P. O. Box 910, Rochester 3, N. Y.

RCA Electron Tube Div., Harrison, N. J., reports new multiple-function tube testing machine, capable of testing up to 2,500 electron tubes an hour. Each machine—there are four in Harrison, Cincinnati and Indianapolis RCA plants—is capable of performing up to 15 individual tests on more than 40 miniature receiving tubes a minute. Machine is semi-automatic.

Ling Systems Inc., North Hollywood, Calif., announces availability of Intercity Microwave System, giving tv stations in areas where common carrier facilities are not available access to national network programming. Fully rack-mounted, high power system operates in frequency range of 6-7 kmc, with transmitter and receiver diplexed into common antenna. Ling MVT System meets all FCC requirements of monochrome and NTSC color transmission.

Ampex Corp., Redwood City, Calif., announces shipment of videotape recorders to WTTG (TV) Washington; WGAL-TV Lancaster, Pa.; WRGB (TV) Schenectady, N. Y.; Sakata Shokai, Kobe, Japan; Scottish Tv Ltd., Glasgow, Scotland; Southern Tv Ltd., Southampton, Eng.; ABC Tv Ltd., London; Associated Tv Ltd., London; Rank Cintel, London; Cadena Television del Norte, S. A., Monterrey, Mexico; Television de Chihuahua, S. A., Chihuahua, Mexico, and Tyne Tees Tv Ltd., London.

RCA reports shipment of 6-kw transmitter to WNBQ (TV) Chicago.

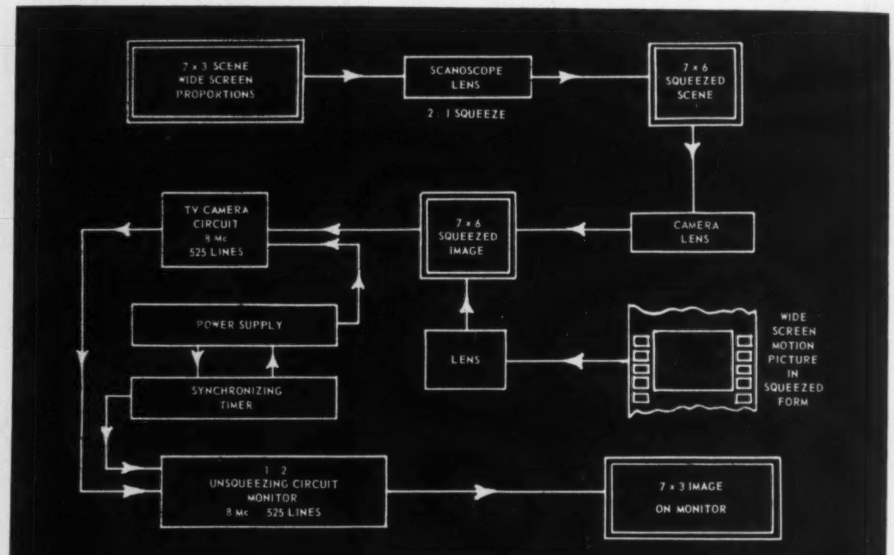
Panoramic Radio Products Inc., Mount Vernon, N. Y., reports incorporation into one package equipment needed to set up, adjust, monitor and trouble-shoot ssb and am transmissions. Unit, called SSB-3, occupies only 19½" of panel height. Technical bulletin, price, available from Panoramic Radio Products Inc., 514 S. Fulton Ave., Mount Vernon, N. Y.

Andrew Corp., Chicago, announces Catalog No. 22 covering antennas, antenna systems and transmission line products. Designed as 96-page product and facility book, it also includes special 16-page section on general systems engineering information. Catalog is available from Andrew Corp., 363 E. 75th St., Chicago 19, Ill.

Sylvania Electric Products Inc., Waltham, Mass., electronics systems division, announces establishment of field engineering organization, providing field engineering, training, installation, repair and maintenance for its customers. Named head is Charles G. Kunz, formerly with Sylvania's west coast operations.

Houston Fearless Corp., L. A., announces distribution of Eclair Camerette magnetic sound-on-film 16/35 mm motion picture camera. Double system unit is contained in compact, light-weight magnesium blimp. Total weight of camera and sound recorder in blimp is about 100 lbs. Dimisions are 24" x 15" x 17" high. Distributed by Houston Fearless Corp., 11807 W. Olympic Blvd., Los Angeles 64, Calif.

GRIMSON WIDENS THE OPEN SPACES FOR TV



BLOCK DIAGRAM OF SCANOSCOPE TELEVISION PROCESS

A New York manufacturing firm has come up with a system it says is destined to "revolutionize" television. Called "Scanoscope" and devised by Grimson Color Inc., the system converts an ordinary tv picture image of wide-screen proportions by "squeezing" the traditional image (4:3 ratio) onto a wider field of vision (7:3 ratio).

Though it would face an impressive number of obstacles before being applied to commercial tv under present standards, its developers are hopeful that "Scanoscope" holds the answer to an old problem faced by all set manufacturers: how best to increase the replacement market. Furthermore, they say that should "Scanoscope" find eventual acceptance, tv producers of such events as sports matches and theatrical extravaganzas—both of which are played out horizontally—will have an easier time of it.

Borrowing a leaf from the Cinemascope patent holders, Grimson engineers intend "shooting" a 7x3 proportioned scene via their "Scanoscope" lens, which imparts a 2:1 optical squeeze to the image. The resulting 7x6 image then passes through a standard camera lens onto the pick-up vidicon and from there —in accordance with EIA standards—to the monitor. There, an "unsqueezing device" expands the 7x6 image back to the original 7x3 scene where it is viewed on the face of the cathode ray tube, masked to handle the new wide aspect ratio [see schematic above]. Thus, by cutting back the standard 21-inch tube to 19x8⅓ inch demensions, Grimson has come up with wide-screen tv.

Though it sounds simple, it isn't. Grimson engineers know that they are facing "a massive selling job," but hope, at least, to get one foot in the door by limiting "Scanoscope" applications to closed circuit tv. Grimson's first public demonstration is currently being staged on the sidewalks of Manhattan's 34th St. shopping district, where Grimson has set up—in the store window of L. B. Spears—its full rig, hoping to entice passers-by into the store by showing them the layout inside—via wide-screen tv. Next, it intends to "sell" its widescreen process to industrial firms using closed circuit tv for sales conferences. Later, it hopes to convince military leaders that "Scanoscope" used in the field—will give their battlefield tv a wider range of vision than is now possible. By this roundabout way, the manufacturers of "Scanoscope" think they'll arouse the commercial tv industry. But they admit success is still "a long way off."

WSAN, KTUL PULLING OUT OF CBS

CBS Radio lost its second affiliate as a result of its new Program Consolidation Plan last week as WSAN Allentown, Pa., served cancelation notice and signed with NBC Radio.

The CBS network also lost a 25-year member of its family, KTUL Tulsa, but station officials attributed their disaffiliation not to PCP, though they, too, called that "totally unacceptable," but to dissatisfaction with programming generally, including that of other networks.

CBS officials acknowledged that WSAN had cancelled in dissatisfaction over terms of the new programming plan, but said their confidence in general affiliate acceptance was unshaken. They said this and the WJR Detroit cancellation notice last month [NETWORKS, Nov. 24] were the only ones they had received since PCP was announced some seven weeks ago [LEAD STORY, Nov. 3].

The official announcement of the WSAN move from CBS to NBC, issued for release today (Dec. 15) by NBC Station Relations Vice President Harry Bannister, made no reference to PCP. Nor did the accompanying statement by Reuel (Bud) Musselman, general manager and his sister, Mrs. Olivia P. Barnes, co-owner of WSAN.

Mr. Bannister noted that WSAN had been an NBC affiliate for 20 years before moving to CBS two years ago. In this light, Mr. Musselman said "we feel we are returning home and as comfortable as if we had never been away." Matthew J. Culligan, NBC executive vice president in charge of the radio network, cited the recent signing of Todd Storz' KOMA Oklahoma City and also the addition of KIMA Yakima, Wash., and called the WSAN return "evidence of the continuing parade of top stations to NBC Radio's banner."

WSAN is on 1470 kc with 5 kw and operates around the clock. Confirming KTUL's severance from CBS, station officials said their original notice preceded or approximately coincided with announcement of the network's new program consolidation plan but was not caused by PCP. Disaffiliation, they said, followed many months of trying to find ways to use network programs better. Termination date originally was set at May 1, they reported, but by mutual agreement has now been advanced to Jan. 4.

James C. Leake, president of KTUL and the other John T. Griffin radio-tv interests, noted that KTUL had been affiliated with CBS Radio since the station commenced operations just one month short of 25 years ago. He called the decision to disaffiliate "one of the most painful" the station management had ever had to make.

Having been a part of network radio's growth to a "position of dominance and fantastic influence" through long affiliation, Mr. Leake said, "it is difficult for us to believe that nationwide organizations are incapable of providing the kind of programming that today's listener wants and needs. However, it is abundantly apparent that radio networks are no longer performing this service."

He said that "we are perfectly willing to accept the responsibility of finding what the public wants and should have, then supplying it to them." He said KTUL had an "admirable record" in programming and in the development of talent, and noted that singer Patti Page was one of the stars who got her start on this station.

If KTUL can find a "national organization" that contributes the sort of programming the station feels is needed, Mr. Leake indicated another affiliation might result. If not, he said, KTUL will go it alone.

While authorities said PCP did not motivate the defection, General Manager James H. Schoonover called this plan "totally unacceptable" and "nothing more than a brokering arrangement."

Under PCP, CBS Radio is trimming its broadcast time, consolidating programming into shorter morning, afternoon and evening blocks and, in lieu of regular compensation, is furnishing hourly newscasts for sale by stations in return for their clearing other periods to be offered for sale by the network. The plan is slated to go into effect Jan. 5.

KTUL is on 1430 kc with 5 kw. Other Griffin stations are KTUL-TV Tulsa and KATV (TV) Little Rock, Ark., both ABC-TV affiliates, and the company also owns 50% of KWTV (TV) Oklahoma City, a CBS-TV outlet.

CBS-TV Figures Out Must-Buy Replacement

The broad outline of CBS-TV's replacement for its must-buy station list was presented to affiliates last Thursday (Dec. 11).

Instead of requiring advertisers to use the stations which now make up the must-buy list, the new plan calls for a minimum-dollar expenditure [CLOSED CIRCUIT, Dec. 1]—but with embellishments. It sets minimum requirements, but they don't necessarily have to be met.

If an advertiser's network purchase doesn't measure up to these minimums, however, he can be bumped after 13 weeks and replaced by an advertiser who wants the time and does meet the basic requirements.

As outlined to affiliates in a closed-circuit call last Thursday, it will work this way, effective March 1:

The must-buy station list will be out.

In its place CBS-TV will issue two lists of all its affiliates, one arranged in alphabetical order and the other in order of their rates, with the highest-price station at the top and the lowest at the bottom.

From these lists the advertiser will pick his lineup. But if the lineup's total cost is less than a specified percentage of the total gross hourly rates of all affiliates, or if the lineup omits "important" geographical regions, CBS-TV reserves the right to cancel after 13 weeks—if another advertiser wants

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV

TERRE HAUTE INDIANA

Channel 10

*Basis: 1958 Fall Schedule

Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

in Houston
the
turn
is
13

KTRK-TV, channel 13

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS
ABP

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

to buy the time and meet the minimum specifications.

The specified minimum is 80% of the total gross hourly rates of all affiliates in the case of nighttime periods and 75% in daytime.

While it is thus theoretically possible for an advertiser to buy less than the minimum and stay on for at least 13 weeks, this does not seem apt to happen often in practice, especially in evening hours. All sponsors now on the CBS-TV nighttime schedule are meeting or exceeding the new minimum requirements, and the same is true of all but two current daytime sponsors.

Current advertisers will be protected under the plan.

Further details of the new policy are due to be forwarded to the affiliates in a letter shortly.

The practice of designating certain stations as must-buys has been sharply condemned in Washington and other quarters in network investigations over the past few years. NBC-TV as well as CBS-TV currently has a must-buy station list, but is known to be considering alternatives, presumably using a minimum-dollar base [CLOSED CIRCUIT, Dec. 8]. ABC-TV already is on a minimum-dollar basis.

Dozen NBC-TV Chiefs PowWow In Florida on Long-Range Plans

NBC-TV top brass and key program executives opened a four-day Florida retreat last Thursday (Dec. 11) to canvass program plans and prospects, particularly for the 1959-60 season.

The long-range program thinking reportedly was being done against a background covering considerably more than entertainment. Such considerations as the recent rounds of criticism leveled at tv fare generally and Washington's bristly attitude toward tv networking also were said to figure prominently in the program planning.

The meeting, held at the Diplomat Hotel at Hollywood Beach, was described as one in the series of annual sessions at which NBC top executives get away for a few days of uninterrupted consideration of long-distance program plans. Last year's was held at Atlantic City.

The Hollywood beach group, numbering about a dozen, included board chairman Robert W. Sarnoff and president Robert E. Kintner; Robert F. Lewine, vice president for network tv programs; Don Durgin, vice president and national sales manager; Hugh M. Beville, vice president for planning and research; Thomas W. Sarnoff, vice president for production and business affairs, Pacific Div.; Alan W. Livingston, vice president for tv network programs, Pacific Div.; Alan Courtney, director of nighttime programs, and Carl Lindemann Jr., director of daytime programs.

Two-Party Group Meets On Network '60 Appeal

The networks last Tuesday (Dec. 9) made their appeal for a common 1960 nominating convention city to a joint Democratic-Republican committee. But they will have to wait until late February to learn if their request is granted.

Sig Mickelson, vice president in charge of CBS News, again made the networks' presentation to the politicos, using substantially the same tack as presented to the Democratic Site Committee 10 days ago [NETWORKS, Dec. 8]. Last week's meeting was held at the request of Mr. Mickelson, who also was successful in getting the Democrats to withhold selection of a 1960 convention city.

Donald Coe, director of ABC special events, and William McAndrew, vice president in charge of NBC News, represented their networks at the Tuesday session, although Mr. Mickelson was the principal broadcasting spokesman. The politicos reportedly were sympathetic to the broadcasting plea, based on personnel and equipment difficulties and extra high costs in covering the two 1956 conventions, held in separate cities.

"We were delighted with their spirit of cooperation," a broadcaster present at the meeting stated, although nothing concrete was established. The Democrates' site committee will meet Jan. 16, to be followed by a meeting of the National Committee late in February. The Republican site and National Committees are to meet late in January, with both parties expected to make final selections at their respective meetings.

Although network officials expected the Democratic and GOP group to huddle again prior to naming of the 1960 cities, spokesmen for both parties said this was not planned. Sam Brightman of the Democratic National Committee said the Tuesday meeting ended on an "inconclusive" note and, at the present time, no future session is planned.

Albert Herman of the GOP stated there is "no particular reason for future meetings." He said "neither committee [Tuesday] was in a position to do anything except listen . . ." and report back to their respective site committees. In addition to Mr. Herman, Republicans present included Ray C. Bliss of Ohio, Richard F. Cooper of New Hampshire and Mrs. Louis C. Rogers of North Carolina. Democratic participants included Mr. Brightman, Camille F. Gravel Jr. of Louisiana, William Potter of Delaware and C. Girard Davidson of Oregon.

Although no formal meetings are planned in the future, both parties said there undoubtedly would be informal discussions between GOP Chairman Meade Alcorn and Paul Butler, his Democratic counterpart. Cities bidding for the 1960 conventions include Los Angeles, San Francisco, Chicago, Philadelphia, Atlantic City, Miami Beach and New York.

Mr. Mickelson said the networks would like to have the conventions held in cities where they maintain permanent origination points—New York, Chicago or Los Angeles. Selection of San Francisco and Philadelphia would present difficulties, he said, while Miami Beach and Atlantic City would present "tremendous problems."

Representatives of other news media also presented requests at Tuesday's meeting for the same city for 1960 conventions.

NBC-TV Will Tape 'Paar Show' Three Out of Five Times Weekly

NBC-TV will tape three out of five programs of the *Jack Paar Show* each week from 8:15 to 10 p.m., starting Jan. 12.

Though NBC-TV programming vice president Robert F. Lewine, in announcing this move, merely explained that VTR would be used "to permit Jack to enjoy a more flexible work schedule and to accommodate earlier audiences," it's been no secret that Mr. Paar wanted out altogether if something wasn't done to ease his staggering load. Initially, the star had asked NBC to trim his weeknight show back from its a.m. EST sign-off, but with business booming, NBC refused.

To be taped are the Monday, Tuesday and Wednesday shows, leaving Thursday and Friday in their regular 11:15 p.m.-1 a.m. live period. At the same time, NBC has decided to quit originating the show out of the Hudson Theatre in mid-Manhattan where the Paar show and its predecessors, *Tonight* with Steve Allen and *America After Dark*, had been staged since 1954. The studio audiences no longer need wait out in the cold; now they'll line up inside the RCA Bldg., the series emanating from studio 6B effective Dec. 29.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

CBS-TV Rules Relaxed, Affiliate Tapes OK'ed

As an experiment, CBS-TV is relaxing its regulations forbidding affiliates to tape-delay network broadcasts. Carl Ward, vice president and director of affiliate relations for CBS-TV, last week sent a statement to the affiliates outlining the principles under which taped delays will be permitted. He stressed that these instructions will be in effect until a set of detailed rules can be devised.

CBS-TV's general rule: "Except in unusual circumstances and unless a clear showing to warrant exceptions is made, tape delays of network programs by affiliates will not be permitted." Mr. Ward observed, in this connection, that "the very essence of networking precludes haphazard or piecemeal rescheduling of programs on station-by-station basis . . . this would cause dissipation of the unique benefits which networking provides to the public, to advertisers and affiliates themselves."

To obtain permission for a tape delay broadcast, an affiliate must apply in writing to the affiliate relations department of CBS-TV and receive the prior consent of the network and of the sponsor. Affiliates must cite the reason for not broadcasting the network feed direct; must agree to telecast the tape only once and erase the recording within six hours of use; must record and broadcast the entire program and must not broadcast the delayed tape as part of any other program.

The network reserved the right to revoke its consent to tape and delay particular programs or series with not less than six days' written notice.

Mr. Ward said that up to this time, the network has been unable to spell out ground rules covering taped delays because it lacks knowledge of the effect on the network, advertisers and affiliates of such broadcasts, and of the specific circumstances under which affiliates might propose to use taped delays. He added that the network will review results during this experimental period and will issue to affiliates supplementary rules and procedures, as they are formulated.

WJMR Affiliates With MBS

Mutual Broadcasting Co. has announced that its new affiliate in New Orleans is WJMR, replacing WTPS New Orleans, which has gone off the air. WJMR, an independent station until Dec. 1, is owned and operated by the Supreme Broadcasting Co. Inc. George Mayoral is vice president and managing director of WJMR, which operates on 990 kc with 1 kw daytime. The station will file shortly for fulltime operation, according to MBS officials.

NBC Aiming Ads at Admen

NBC Radio is borrowing a leaf or two from the printed media in scheduling what it calls "house ads." Using unsold participations in three of its evening series, *Morgan Beatty and the News, Life and the World* and *Nightline*, NBC is filling the "empty air" with one-minute announcements addressed directly to those of its listeners engaged in advertising and sales.

NETWORK SHORTS

ABC-TV's *Tales of the Texas Rangers*, currently seen Thurs., 5-5:30 p.m. under sponsorship of Sweets Co. of America (Tootsie Rolls), moves Dec. 22 to Monday, 7:30-8 p.m. However, with shifting over of *Shirley Temple's Storybook* from NBC-TV to ABC-TV in January (re-runs being sponsored by John H. Breck Inc.)—running every third Monday at 7:30-8:30 p.m.—*Texas Rangers* will be seen two out of three Mondays.

Cy Howard who, prior to his four-year absence abroad, created three CBS Radio and CBS-TV packages—*My Friend Irma, Life With Luigi* and *That's My Boy*—has been commissioned to produce and write fourth situation comedy, *The Wonderful World of Little Julius.* Slated to star in new film series: Sam Levene, Eddie Hodges (of "Music Man" fame) and Gregory Ratoff.

Keystone Broadcasting System announces addition of 13 affiliates to its list, most of them in southern markets. New stations reported by Blanche Stein, director of station relations, are: WIRB Enterprise and WJAM Marion, Ala.; KWYN Wynne, Ark.; WDMF Buford and WBMK West Point, Ga.; KYTE Pocatello, Idaho; WSTL Eminence and WMTL Leitchfield, Ky.; WABW Annapolis and WICO Salisbury, Md.; KASA Elk City, Okla.; KOBH Hot Springs, S. D., and WPVA Petersburg, Va. Additions brought KBS station list to 1,048, according to Miss Stein.

ABC-TV's "Operation Daybreak" adds *Music Bingo*, studio audience participation game challenging contestants' musical knowledge, in network's 2-2:30 p.m. Mon.-Fri. slot. Live program originates from New York.

WSYR-FM Syracuse yesterday (Dec. 14) became 13th affiliate of recently-organized WQXR Network [NETWORKS, Aug. 11]. WSYR fm operation (owned by S. I. Newhouse publishing chain) had been duplicating WSYR am programming and now will carry WQXR good music programs into Syracuse on 94.5 mc. WRRD (FM) De Ruyter which had been servicing city on fringe areas continues to carry WQXR Network shows on 105.1 mc.

FCBA to Vote at Jan. 9 Banquet On Admitting Federal Attorneys

Government attorneys will be eligible for membership in the Federal Communications Bar Assn. if two constitutional amendments are approved by the membership at the FCBA annual banquet next month. The meeting is scheduled for Jan. 9, at the Sheraton Park Hotel in Washington, with dinner at 7 p.m. and cocktails an hour earlier.

The government attorneys, who, as private attorneys, would have to be members in good standing of their local bar, would be considered associate members of the FCBA with rights and duties of active members except for voting or holding office. Associate members would pay $5 yearly dues, active members $7.50.

BMI will furnish entertainment at the banquet.

PROFESSIONAL SERVICE SHORTS

World Wide Information Services has moved from 730 Fifth Ave. to newly-expanded quarters at Press Wireless Bldg., 660 First Ave., Tel.: Oregon 9-7240. Group, comprised of 5,000 freelance newsmen scattered throughout 95 countries—many of them ex-INS reporters—serves as international research and public relations company.

Community Club Services Inc., with offices in eight cities, today (Monday) announces that firm has taken occupancy of major portion of third floor at 20 East 46th St., new air-conditioned building in New York. Community Club Services is owner of copyrighted radio, television and newspaper merchandising promotions. Community Services will continue to headquarter at 527 Madison Ave. until shortly after first of year.

Richard S. Smith announces opening of Richard S. Smith & Assoc. as public relations agency with offices at 176 W. Adams St., Chicago. He formerly was account executive at Harshe-Rotman, public relations firm.

Milburn McCarty Assoc., public relations firm, opens office in Miami at 9904 SW 77th Ave. Richard Rundell, formerly with *Miami Herald*, has been appointed manager of Miami branch.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT
WITH THE
INTER
MOUNTAIN
NETWORK

Another Intermountain Network Affiliate

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CHEYENNE, WYOMING

The Voice of Wyoming for NEWS, MUSIC, SPORTS

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

NAB MEET ASSESSES RADIO TODAY

Am broadcasters are enjoying rising audiences and income in many areas but they're coping with recession leftovers, occasional spot declines, network problems, and intense local competition.

This generally optimistic roundup of radio trends was gathered at the Dec. 11 meeting of NAB's Am Radio Committee, held in Washington. F. C. Sowell, WLAC Nashville, Tenn., presided as committee chairman.

The committee went into such industry matters as liquor advertising, revision of FCC forms, promotion of the am medium and copyright negotiations.

NAB's board, which meets Feb. 2-6 in Hollywood Beach, Fla., was asked by the committee to reaffirm its position opposing the advertising of hard liquor on the air.

Reviewing the problem of FCC license renewal forms, the committee urged the association to ask the Commission to give broadcasters an extra two months to study proposed changes in the forms [CLOSED CIRCUIT, Dec. 8]. Committee members felt individual broadcasters haven't had a chance to study these changes. John F. Meagher, NAB radio vice president, announced NAB would reprint the revisions and send the material to member stations. Replies are due Jan. 19, but a 60-day delay would extend the deadline date into mid-March. Vincent T. Wasilewski, NAB government relations manager, described the proposed license form changes.

An account of ASCAP and BMI radio copyright negotiations was phoned to the committee from New York by Jack Younts, WEEB Southern Pines, S. C., a member of the All-Industry Music License Negotiating Committee.

NAB's Radio Standards of Good Practice program has attracted 600 stations that have pledged adherence, Mr. Meagher said. He gave a review of tentative plans for the 1959 NAB convention to be held March 15-19 at the Conrad Hilton Hotel, Chicago, and reported on the series of eight NAB fall conferences that ended Oct. 28 in Washington.

An analysis of 1959 convention wishes of some 400 radio members is being compiled by NAB and will be submitted to the NAB Convention Committee when it meets tomorrow (Dec. 16) at NAB Washington headquarters.

Donald N. Martin, NAB public relations assistant to the president, reported on observance of Radio Month in 1958. The Am Committee endorsed the NAB Radio Board's decision to hold a monthlong radio observance in 1959, following the successful 1958 month. The committee urged radio members to use the NAB film "Hear and Now" in local organization meetings. Mr. Sowell said response to the NAB "Look for a Room With a Radio" campaign, aimed at travelers, has been excellent.

Charles H. Tower, NAB broadcast economics-personnel manager, said the association will decide shortly whether to hold a Broadcast Management Seminar at the Harvard Business School. He said 85 broadcasters have definitely indicated they will attend if the course is offered next July and another 85 have voiced interest. Frederick H. Garrigus, NAB manager of organizational services, outlined the long-range plan of the Assn. for Professional Broadcast Education to upgrade college broadcast curricula.

New tax exemptions for broadcasters, granted under the 1958 Excise Law revision, were explained by Douglas A. Anello, NAB chief attorney.

FCC has authorized remote control for 10 directional and four 50 kw nondirectional stations, according to A. Prose Walker, NAB engineering manager. He predicted more authorizations will be granted. NAB has been working in Washington with Minneapolis Honeywell and WTOP on automatic logging experiments. Prototype equipment is being rebuilt to log fm and tv transmission records as well as am.

Mr. Walker said NAB is studying technical standards for measurement of powerline interference to be used in discussions with power companies.

The committee was given reports on NAB radio research and radio transmission tariff activities.

Attending the meeting, besides Chairman Sowell, were Gerald Bartell, Bartell Family Radio; Grover Cobb, KVGB Great Bend, Kan.; Harold Krelstein, WMPS Memphis; Vernon Nolte, WJBC Bloomington, Ind.; Jerome Sill, WFPG Atlantic City, N. J.; Todd Storz, Storz stations; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Edward DeGray, ABC; Arthur Hull Hayes, CBS; Charles W. Godwin, MBS, and P. A. Sugg, NBC.

NAB participants included President Harold E. Fellows; Richard A. Allerton, research manager, and Thomas B. Coulter, assistant radio vice president.

Nothing Sacred About 7-9 A.M. In Advertising Foods—Sweeney

One of the "erroneous pre-conceptions" of agencies buying time for a food product is the "must-buy 7-9 a.m. philosophy," Kevin Sweeney, president of the RAB, declared last Thursday (Dec. 11) in a talk before the Television Radio Advertising Club in Philadelphia.

Mr. Sweeney said RAB had conducted new research on the subject, and asserted:

"The first of our studies on the listening habits of the purchasers of various types of foods, in this case frozen food, shows that the admittedly precious 7:30-8 a.m. period winds up 15th among the 24 half-hour segments between 6 a.m. and 6 p.m. The 3-3:30 p.m. period is almost 20 times as valuable for reaching actual purchasers of these foods as 7:30-8 a.m."

Radio Downtown Shops' Weapon In Battle With Suburban Trend

Suburban shopping developments are being blitzed by radioactivity — radio campaigns sponsored by various downtown shopping associations in an effort to reverse a modern merchandising trend. According to Radio Advertising Bureau's latest study of how 16 of these "downtown" associations are "fighting back" suburban shopping competition, radio is the vital ingredient—taking anywhere from 33 to 100% of the ad budget.

For example, downtown Tulsa Unltd., comprised of 250 member stores, annually spends $20,000 (via a radio personality dubbed "Don Towne") to combat 18 suburban shopping centers, finds its sales 11% higher at a time when downtown shops usually are experiencing sales slumps. Another RAB case-in-point: The commercial development fund of Greater Paterson Chamber of Commerce (Paterson, N. J.) which allocates 75% of its budget in 'round-the-clock radio announcements, also "merchandises" the radio campaign by staging allied promotions, in one instance found sales rocketing 500%.

Copy in these association ads usually stresses transportation conveniences, parking facilities and wide selection of merchandise. The downtown promotion division of Merchants Assn. of Indianapolis tells listeners "if you're buying a hat, you'll find 25,000 downtown." Radio also helps win new converts; for instance, a Brockton, Mass., "downtown drive" has won new converts to the medium—stores that hadn't ever used radio before.

RAB is making available to members case histories of these campaigns.

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

FAB Files Petition On State Court Ban

Florida broadcasters want the state Supreme Court to give the question of electronic reporting a fair hearing.

Last week the court upheld contempt of court convictions of two Miami cameramen for taking pictures of an accused rapist in a courthouse corridor. The picture-taking violated an order by Circuit Judge Vincent Giblin.

A fortnight ago the highest state court had quietly amended the state's judicial code by reaffirming Canon 35 of the American Bar Assn. and making minor changes in its provisions.

The Florida Assn. of Broadcasters filed a petition Dec. 9 asking the court to reconsider its code action, taken Nov. 17 but announced only in a letter sent to judges. FAB asked an opportunity to demonstrate how radio and tv can report trials without interfering with judicial processes. At the same time FAB pointed out that broadcast coverage will enhance public appreciation of court proceedings.

The decision upholding convictions of Robert Brumfield, WTVJ (TV) Miami, and Ben Silver, WCKT (TV) Miami, was unanimous. The two tv cameramen had been fined $25 each on contempt charges by Judge Giblin. Tv pictures of the defendant in a rapist trial had been banned by Judge Giblin in the court room or any place within 30 feet of any entrance to the courtroom. The order had also covered photographing of the defendant while in jail prior to arraignment or on his way to or from the court sessions.

The contempt convictions were appealed on the ground the order violated state and federal constitutional guarantees of freedom of the press. The ban was described in the appeal as arbitrary and discriminatory because other photos of the defendant had appeared in Miami newspapers and on tv programs at the time of the defendant's arrest Court records show the Silver and Brumfield photos were not telecast.

In writing the Supreme Court decision, Justice E. Harris Drew held Judge Giblin's order was proper because it is the judge's duty to protect the pretrial processes of the court and to ban publicity that is not vital to giving the public full information in a criminal case.

There was no compelling reason or need to photograph the defendant at the particular time and place, he held. The ruling noted there is no need for a running battle between the court and the press on the question of taking photographs within the confines of judicial chambers.

Judge Drew wrote that concepts of a fair trial and free press are basic in our constitutional government, adding, "All that is required is for both the court and the press to place the emphasis upon the constitution and not upon themselves."

In filing the FAB petition J. Kenneth Ballinger, FAB general counsel, contended Canon 35 makes unsupported statements as matters of fact which the court erroneously perpetuates. He argued broadcasters do not "intend" to detract from the dignity of court proceedings, as implied in the canon. He said the canon assumes without proof that electronic reporting degrades the judicial process, pointing to the way newspaper reporters operate during trials. "The court shuts its eyes to the facts of electronic life," he contended. He pointed to an anomaly in the canon—its support of electronic reporting of naturalization trials while criticizing such reporting in other proceedings.

Ralph Renick, WTVJ news vice president, stated in an on-the-air editorial that the court "could have performed a service to the public by looking at two sides of the issue." He said no newspaper, radio, tv or photographic representative had been given a chance to state the other side of the question.

TvB Station Membership Now 224

Eight new stations have joined Television Bureau of Advertising bringing total station membership to 224 (with network and station representative members, the overall total is 243). New members: WSOC-TV Charlotte, N.C., KOVR-TV Stockton, Calif., WDAN-TV Danville, Ill., WINR-TV Binghamton, N.Y., WHEC-TV Rochester, N.Y., WIS-TV Columbia, S.C., WNEP-TV Wilkes-Barre-Scranton, and WAVY-TV Norfolk-Portsmouth. The memberships came in after TvB's Nov. 21 annual meeting at which the bureau introduced its new retail presentation, "Plus Over Normal."

Allow Adman to Do Job—Hardesty

Top-level company executives are hampering the growth of the advertising profession because they insist upon playing the role of advertising "expert," John F. Hardesty, vice president and general manager of the Radio Advertising Bureau, told the 54th annual convention of the Ice Cream Manufacturers at the Conrad Hilton Hotel in Chicago last Thursday (Dec. 11). He insisted that advertising agencies often "are put in the impossible position of trying to sell sensible media policies, arrived at through experience, to a closed-minded management." On another subject, Mr. Hardesty recommended that ice cream manufacturers direct their advertising to adults rather than to children and suggested radio as the "best medium" to achieve this.

World Theme for SMPTE Parley

The overall theme of "films and television for international communications" will be developed in speeches and demonstrations at the 85th semi-annual convention of the Society of Motion Picture & Television Engineers in Miami, May 4-8. One feature of the convention will be an international equipment exhibit at which motion picture and television equipment manufacturers and distributors from all over the world will be invited to show their latest products.

13
WGAN-TV
Portland, Maine

*Represented by
Avery-Knodel, Inc.*

in
Houston
the
turn
is
to
13
KTRK-TV, channel 13

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BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405

ALL INQUIRIES CONFIDENTIAL

Safety Council Sets Deadline

The deadline for entries in the National Safety Council's 1958 non-competitive, public-interest awards for "exceptional service to safety" is Feb. 1, 1959. The council annually invites entries from radio-tv stations, networks, other media, syndicates and advertisers. Entry blanks are obtainable from the NSC, 425 N. Michigan Ave., Chicago. Winners will be announced next April. NSC again this year also is administering the Alfred P. Sloan Foundation competitive radio-tv awards for highway safety. Winners are chosen from recipients of the non-competitive awards.

Entries Invited for ABA Awards

Radio-tv networks, newspapers, magazines and the motion picture industry have been invited by the American Bar Assn. to submit entries for its second Gavel Awards before March 1. The broadcasting awards are for dramatic or documentary radio-tv programs that contributed to "public understanding of the American legal . . . system" broadcast or released in the year ending Feb. 15, 1959. Winners will be announced Aug. 24-28 at ABA's 82nd annual meeting in Miami Beach, Fla. Further information and entry forms are available from ABA's Committee on Media Awards, 1155 60th St., Chicago 37.

Ohio U. Names Awards Deadline

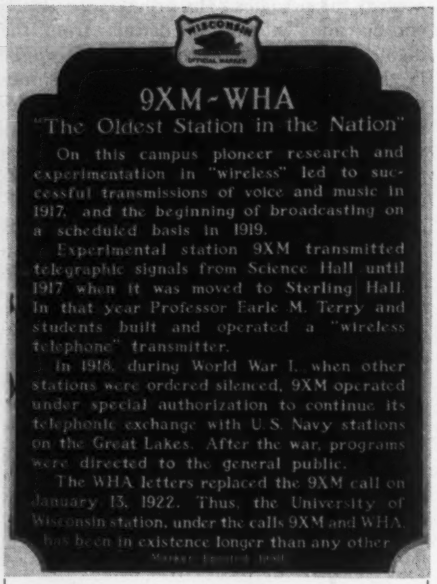
Deadline for entries in the 1959 Ohio State awards is Jan. 5, the Ohio State U. Institute for Education by Radio-Tv, Columbus, has announced. The Competition, officially named the American Exhibition of Educational Radio & Television Programs, is open to radio-tv stations, networks, schools, ad agencies and civic organizations. Winners of the seven radio program classes and 10 tv program classes will be announced next May 4. Entry blanks are obtainable from the university.

AWARD SHORTS

Sydney E. Byrnes, general manager, WADS Ansonia, Conn., has been given award by National Assn. for Mental Health for his "outstanding work in creating and producing a radio marathon for mental health."

Hulbert Taft Jr., president of Radio Cincinnati Inc. (WKRC-AM-FM-TV), has received "outstanding merchandising service award for 1958" from George Wiedemann Brewing Co., Newport, Ky., for WKRC-TV's campaign in advertising and promoting brewery's "Wiedemann-Land" exploitation theme. Award carried with it additional $3,000 billing above present commitments on station.

KTVU (TV) Oakland, Calif., has received two awards, golden trophy from Northern California Industrial Safety Society "in recognition of outstanding accident prevention work in the tv field," and citation from Central & Northern California Chamber of Commerce Executives Assn. for station's "city salute" campaign, which consists of on-air salutes to Northern California communities.


WISCONSIN
OFFICIAL MARKER

9XM-WHA

"The Oldest Station in the Nation"

On this campus pioneer research and experimentation in "wireless" led to successful transmissions of voice and music in 1917, and the beginning of broadcasting on a scheduled basis in 1919.

Experimental station 9XM transmitted telegraphic signals from Science Hall until 1917 when it was moved to Sterling Hall. In that year Professor Earle M. Terry and students built and operated a "wireless telephone" transmitter.

In 1918, during World War I., when other stations were ordered silenced, 9XM operated under special authorization to continue its telephonic exchange with U.S. Navy stations on the Great Lakes. After the war, programs were directed to the general public.

The WHA letters replaced the 9XM call on January 13, 1922. Thus, the University of Wisconsin station, under the calls 9XM and WHA, has been in existence longer than any other

An official Wisconsin historical marker commemorating the founding of experimental 9XM (later WHA Madison) as "the nation's oldest station" was unveiled last month.

The marker is adjacent to the U. of Wisconsin building where Prof. Earle M. Terry made experimental transmission in 1917.

A banquet was held on the university campus Nov. 24 in his honor as part of the dedication ceremonies.

Pioneer electronic engineer C. M. Jansky Jr., board chairman of Jansky & Bailey Inc., Washington, worked on 9XM as a student.

Asked about WHA's "first" claim, Mr. Jansky said, ". . . since it is recognized that regular broadcasting started in the U. S., WHA may also be credited with being the oldest broadcasting station in the world."

Lee H. Bristol, board chairman of Bristol-Myers Co., and **Lewis Gruber,** president of P. Lorillard Co.—will be honored for their "outstanding contributions to advertising" at testimonial dinner Dec. 4 in New York sponsored by advertising-publishing-communications division of Federation of Jewish Philanthropies.

Bob Colvig, KSFO San Francisco air personality, has received "Safety Oscar" from Northern California Industrial Safety Society for his contribution to accident prevention through his program *Colvig Commute Club,* which daily announces traffic hazards.

James A. Barnett, v.p., Rexall Drug Co., L. A., **Arthur A. Bailey,** v.p. in charge of Los Angeles office of Foote, Cone & Belding, and **Russell Z. Eller,** advertising manager, Sunkist Growers Inc., L. A., have received citations from Advertising Council, L. A., for their 1958 contributions to "national welfare." Messrs. Eller and Bailey were commended for their work for Forest Fire Prevention campaign while Mr. Barnett was cited for his efforts in helping Red Cross fund raising campaign.

American Cinema Editors have announced tv winners for its fifth annual "Critics' Awards" for best film editing of 1958. Edward W. Williams, A.C.E., won for best editing of single dramatic episode, for "Poison," on *Hitchcock Presents,* CBS; Robert Hoover, for best edited single episode comedy, "Kathy's Romance," on *Father Knows Best,* CBS; Frank P. Keller, A.C.E., for best edited single episode documentary, "Unchained Goddess," on *Bell Telephone Hour,* NBC, and Robert T. Sparr, A.C.E., for best edited single episode western for "Rope of Cards," on *Maverick,* ABC.

William A. Rockett, account executive for Charles F. Hutchinson Inc., Boston, received annual "Jacob" award for contributing "most to advertising business, community and the promotion of advertising careers among junior executives."

Max Ulrich, sports director of WSJS-AM-TV Winston-Salem, N. C., has been selected as "North Carolina's outstanding sportscaster for 1958" by broadcasting colleagues, and has been given Lee Kirby Memorial Trophy.

WBAP-TV Fort Worth has received certificate of appreciation from Texas Governor Price Daniel for its "valuable contribution to the project of teacher recruitment and education . . . to education in Texas."

CHCT-TV Calgary, Alta., has won Tv Reps award for best overall English language promotion during Canadian Tv Week 1958. CHCT-TV was winner of same award in 1957 in competition with 41 other private Canadian tv stations.

WEW St. Louis has been given 1958 Civic Activities Committee award for "outstanding public service" for its "alert news coverage" and "fine spirit of public service in regularly donating 'premium' hours to public service programming."

WDVA Danville, Va., KWBB Wichita and **WITH Baltimore** have won station honors in nationwide "Battle of the Bugs" public service contribution, sponsored by Home Insect Control Bureau, division of Real-Kill Insecticide Co., Kansas City.

KBIG Santa Catalina, Calif., announces that Reg Spurr, media buyer at Young & Rubicum, L. A., has won top prize in its copywriting contest—Paris trip for two—for submitting best promotional copy on KBIG's current "refreshing sound" advertising theme. Bruce Robertson, BROADCASTING west coast editor, was one of five judges.

CBS has been presented a scroll by National Council of Churches, National Council of Catholic Men, New York Board of Rabbis and American Jewish Committee, in honor of "ten years of distinguished public service" by CBS-TV's *Lamp Unto My Feet.* Louis G. Cowan, network president, accepted citation. Program marked its tenth anniversary on air Nov. 23.

Sets Near '57 Totals in Canada

Television and radio receiver sales are rapidly nearing the totals reached last year, according to figures of the Electronic Industries Assn. of Canada, Toronto. In the January-October 1958 period tv set sales totaled 338,895 units compared with 365,875 in the 1957 period. Sales in October were 11,000 units down from October 1957, with 59,177 sets compared with 70,537 last year. Largest sales were made in Ontario province, with 125,679 sets sold there in the first 10 months of the year, followed by 86,988 sets in Quebec province.

Radio receiver sales in the first 10 months of 1958 totaled 434,432 units compared with 452,637 in the 1957 period. October 1958 sales with 65,375 units topped those of a year ago when 63,128 sets were sold. Ontario accounted for 194,694 sets, Quebec 106,258 in the first 10 months of this year.

Dawson Creek Vhf Starts

Ch. 5 CJDC-TV Dawson Creek, B.C., at the southern end of the Alaska Highway, is scheduled to start today (Dec. 15). The station's first rate card, effective December 1, gives the hourly time rate in class A time at $75, one-minute spot announcements at $16, 20-second spots at $12 and 8-second spots at $10, on a one-time basis. Station manager is Mike LaVern. CJDC-TV representatives at Toronto and Montreal are Television Representatives Ltd.; at Vancouver, Hunt Scharf Representatives Ltd.; at Winnipeg, A. J. Messner & Co., and at New York Donald Cooke Inc.

ABROAD IN BRIEF

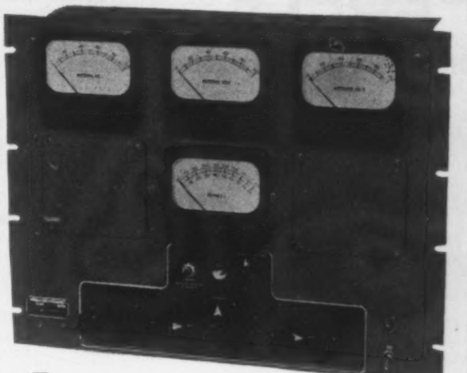
EXPLOSIVE VOICE: The Voice of Morocco's new 1,111-ft. radio tower at Oujda, to have gone into operation next month, will be silent for some time to come. It was dynamited to the ground Nov. 25. The $47,000 structure took six months to build. The tower was designed to serve Algeria and Tunisia as well as Morocco.

TOWERING MOSCOW: A 1,667-ft. tv tower will be built adjacent to Moscow U. next year, the Soviet newspaper *Trud* has announced. (The 1,610-ft. KSWS-TV Roswell, N.M., tower is the world's tallest.) Plans for the Russian tower include a 240-seat restaurant and an observation platform at 1,300 ft. The Moscow Tv Center will be housed in a 213-ft. diameter base of the reinforced concrete structure.

TV TEACHES PREACHERS: A school for clergymen who preach on television is underway in Britain. Member of Parliament Eric Fisher, director of the British ABC-TV network, says the project is supported by the Anglican, Roman Catholic, Methodist, Congregationalist and Baptist churches. The school is designed to improve the stage presence of clergymen who address an estimated 20 million Britons via tv.

INTERNATIONAL SHORT

CJFB-TV Swift Current, Sask., has appointed Trans-Ocean Radio & Tv Representatives Ltd., Toronto, Ont.



*
NEMS-
CLARKE
Phase
Meter
MODEL
108
*

THE Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING MARYLAND • JUNIPER 5-1000

YOURS FOR INSPIRATION, KNOW-HOW AND NEW RADIO ELECTRONICS KNOWLEDGE

Bigness has everything in the world to do with it when, each year, THE IRE NATIONAL CONVENTION and THE RADIO ENGINEERING SHOW is planned for you. Industries are only as big as you men who make them. And you have created a colossus that requires a Coliseum to show itself.

Come to see, to hear and to learn. Whatever your special interests—equipment, component parts, instruments or production—these 800 exhibits representing 80% of your industry's productive capacity are an INSPIRATION IN RADIO ELECTRONICS that will take you further along your personal path of progress.

REMEMBERS THE MAN
IRE

THE IRE NATIONAL CONVENTION
Waldorf-Astoria Hotel
AND THE RADIO ENGINEERING SHOW
Coliseum, New York City

MARCH
23 • 24
25 • 26

THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street, New York 21, N. Y.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. COYLE

DOUGLAS J. COYLE, formerly v.p. of Kenyon & Eckhardt, N. Y., and before that advertising manager of Vick Chemical Co., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as v.p. and management supervisor.

ROBERT B. SCHNERING, formerly president and board chairman of Curtiss Candy Co., Chicago, appointed president of Slayton-Racine Inc., Toledo, Ohio, advertising agency with offices in New York and Chicago.

GERTRUDE KOEHRING, copy chief of Hockaday Assoc., N. Y., elected v.p.

HARRY RAUCH, Young & Rubicam, N. Y., v.p. and manager of tv publicity department, to direct agency public relations in addition to current responsibilities.

MARTIN F. SHEA, with Philco Corp., Philadelphia, since 1929, resigns as v.p. of Philco's automotive division.

OSCAR LUBOW, Young & Rubicam, N. Y., merchandising executive, named v.p. and account supervisor.

WILLIAM F. CRAIG, member of executive board of William Morris Agency, named v.p. in charge of tv programming for Grey Adv., N. Y., effective Jan. 1, 1959.

DR. BERTRAND KLASS, formerly with Marketing Planning Corp., division of McCann-Erickson, to Forbes Marketing Research Inc., N.Y., as v.p. and technical director.

JAMES A. BROWN JR., assistant media director, Grant Adv., Detroit, resigned to join Venard, Rintoul & McConnell as manager of Detroit office.

ESTELLE LEE, formerly advertising manager of Dunhill (smokers' articles), appointed advertising manager of Hat Corp. of America, N. Y., (Cavanagh, Dobbs, Knox hats).

ALBERT C. POWELL, formerly with Max Fine & Co., California supermarket chain, to Adrian Bauer & Alan Tripp Inc., Philadelphia advertising and public relations agency, as comptroller.

JOHN D. F. MARTYN, formerly with Young & Rubicam, N. Y., to The Pulse Ltd., London, as chief officer.

RICHARD H. JACOBS named manager of Memphis office of Noble-Dury & Assoc., Nashville, Tenn., succeeding **JAMES R. STEWARD,** resigned to run motel in Bowling Green, Va. **LESLIE A. SMITH,** formerly sales representative of Rodney Baber & Co., Memphis, appointed assistant account executive of N-D in its Memphis office.

WILLIAM W. TARA, independent advertising consultant, named creative consultant to board chairman of Campbell-Ewald Co., Detroit. Mr. Tara will maintain offices in Detroit and Los Angeles.

FRED L. CORSTAPHNEY resigns as director of public relations for WSLS-AM-FM-TV Roanoke, Va., to form own advertising agency, Associated Advertising, Roanoke.

FRANK ROTHMAN, formerly with Trans World Airlines, to Forbes Marketing Research, N. Y., as project director.

ARTHUR C. WILLIAMS, formerly partner in Rayart Adv., Washington, D. C., appointed creative and production director in radio-tv department of Houck & Co., Roanoke, Va.

ROBERT PASCH, v.p. and copy supervisor, Kenyon & Eckhardt, N. Y., promoted to associate copy director.

BETTY TANNER resigns as director of radio-tv at Wool Bureau, N. Y., effective Dec. 30. Miss Tanner was formerly with *New York Times.*

O. R. (JIM) BELLAMY, formerly account executive and spot sales manager for Ziv Television Programs, to Perry-Brown Inc., Cincinnati, as director of radio and tv and retail foods merchandising.

DR. EDWIN F. LEFKOWITH, formerly with U. S. Navy as air intelligence officer, to Market Planning Corp., N. Y., research affiliate of McCann-Erickson as study director in communications research.

STANLEY GIMBEL, formerly with General Electric Co.'s advertising and sales promotion department, to Marsteller, Rickard, Gebhardt & Reed Inc., Chicago, account staff.

FRED HOWE, for past year head of own consulting firm in Westport, Conn., to D'Arcy Adv., N. Y., as account executive on Glenmore Distillers Co.

JOEL B. STEIN, formerly account executive at Grey Adv., N. Y., to Pharmaceuticals Inc., that city, as assistant to advertising director.

GEORGE A. PRESTON, formerly with Riedl & Freede Inc., Clifton, N. J., to Albert Frank-Guenther Law Inc., N. Y., as account executive.

JOHN F. McMANUS, formerly with Marschalk & Pratt, and **BERNARD GILWIT,** formerly with Kenyon & Eckhardt, to Doyle Dane Bernbach as account executive and art director, respectively.

SANFORD WEISS, formerly of Lewin, Williams & Saylor, N. Y., to copy staff of Lawrence C. Gumbinner Adv., that city.

ROBERT A. ROGERS, formerly with Fuller & Smith & Ross, N. Y., to Reach McClinton & Co., N. Y., public relations and publicity department.

CHARLES DIXON, formerly manager of McGraw-Hill Publishing Co.'s southeastern news bureau, to D'Arcy Adv., N. Y., public relations department.

WALLACE J. GORDON, formerly copy group head at Erwin Wasey, Ruthrauff & Ryan, to Grant Adv. Inc., Chicago, as copywriter.

DANA A. SEYMOUR, formerly with Cunningham & Walsh, N. Y., to H. W. Warden Assoc., N. Y., as copywriter

EUGENE C. GLASGOW, 60, veteran newspaperman and president and founder of Gene Glasgow Assoc., Kensington, Md., advertising and public relations firm, died Dec. 8 in Washington Sanitarium and Hospital, Tacoma Park, Md., of heart ailment.

FREDERICK TROUP, 66, retired RCA executive, died Dec. 5 in Irvington, N. J. Mr. Troup served as executive in RCA's Harrison, N. J. division.

FILM

HENRY UNTERMEYER, formerly with CBS, appointed v.p. in charge of west coast sales of Bandelier Films, Albuquerque, N. M.

MARIO O'HARE appointed resident sales v.p. for Mexico and Central America with Alexander International division of Alexander Film Co., Colorado Springs, Colo.

SIDNEY S. VAN KEUREN, studio manager of Hal Roach Studios, Hollywood, for past 22 years, has announced his resignation due to health.

PHIL PROTERFIELD, formerly with NBC sales staff, to Robert E. Swanson Productions as sales manager.

ROBERT J. KOLB, for past five years account executive and regional sales manager, WOR-TV New York, to CBS Films Inc., N. Y., as account executive.

ALEX SHERWOOD, formerly with ABC Films Inc., N. Y., to Official Films Inc., N. Y., as southeastern representative.

DENIS C. HYLAND, previously assistant in sales promotion department, MCA-TV, named supervisor of audience promotion for feature films.

BEN ALEXANDER, tv and film star who has played Frank Smith, Joe Friday's partner, on *Dragnet* for past six years, has been signed to direct fourth segment of new Mark VII Ltd. tv series, *The D. A.'s Man.*

NETWORKS

MR. HAYES

GORDON F. HAYES, general manager of CBS Radio Spot Sales since May 1956, elected v.p. in charge. Mr. Hayes was western sales manager in Chicago for eight years before he moved to New York to become general manager. He had joined spot sales as account executive in Chicago in December 1945, and before that time was radio salesman for WTOP Washington. Mr. Hayes was erroneously identified as western sales manager for CBS Radio Spot Sales in At Deadline, Dec. 8.

SANFORD CUMMINGS, director of ABC-TV Program Dept., Western Div., elected v.p. of ABC. **JOSEPH STAMLER,** for past three years sales manager for WABC-TV New York, appointed v.p. of ABC and general manager of WABC-TV.

MR. CUMMINGS

MR. STAMLER

JEROME STANLEY, NBC-TV film production supervisor, and **MRS. BLANCHE RUNGE,** in NBC-TV continuity acceptance department, promoted to manager of film program operations and reader in story department, respectively, in NBC-TV's Pacific division, film programming department.

CLAUDE A. MAHONEY, with CBS for past ten years as farms news editor, to Mutual's Washington, D. C., news staff.

CHARLES P. HUGHES, 55, former radio producer-director at WENR, WBBM and NBC, all Chicago, died following heart attack in his automobile Dec. 8. He was voice of onetime network show, *First Nighter,* and retired from radio in 1950.

STATIONS

MR. MENDELSOHN

DAVID MENDELSOHN elected president of Radio Hawaii Inc. (KPOA Honolulu, T. H., WSMB New Orleans and KTVR [TV] Denver) and First Broadcasting Corp. (WTAC Flint, Mich., and WFBL Syracuse, N. Y.), wholly-owned subsidiaries of Founders Corp., New York investing and holding company. Mr. Mendelsohn, with Founders for past five years, was station manager at WTAC and KTVR.

GEORGE R. COMTE, general manager of WTMJ-AM-TV Milwaukee, elected v.p. of parent Journal Co. and **ROBERT J. HEISS,** stations' manager, appointed director. Mr. Comte was named general manager of Milwaukee Journal properties when Walter J. Damm retired as v.p. and general manager last Sept. 27. Mr. Heiss started as WTMJ announcer in 1934.

WILLIAM L. JONES JR., formerly account executive at WEMP Milwaukee and general sales manager at KWK St. Louis since October of this year, promoted to KWK general manager.

MR. SWIFT

ARTHUR M. SWIFT, general sales manager for WOOD-AM-TV Grand Rapids, Mich., appointed manager of WTCN Minneapolis, Time Inc.-owned station. Mr. Swift will assume duties at WTCN shortly after Jan. 1, 1959.

ROBERT S. HIX has resigned as manager of KOA Denver, effective shortly after Jan. 1, 1959. **RALPH RADETSKY,** assistant general manager and manager of KOA-TV, has been named station manager for both radio and tv operations. Prior to joining KOA in 1958, Mr. Hix was executive v.p. and general manager of Missouri Valley Broadcasting Co. and previously general sales manager of KFH Wichita, Kan.

REX KOURY, formerly director of music for ABC, assumes duties of manager of KVNI Coeur d'Alene, Idaho, following FCC approval of station's purchase by Mr. Koury and Howard Flynn, tv-radio director of Walter McCreery Inc., Los Angeles advertising agency.

BILL SAWYERS, account executive at KGIL San Fernando, Calif., appointed station and commercial manager of KBIQ (FM) Los Angeles, effective Dec. 29. KBIQ is scheduled to begin broadcasting about Feb. 15.

MALCOLM S. RICHARDS, formerly sales manager for WING Dayton, Ohio, to WAVI, that city, as national and regional sales manager, succeeding **KEN CAYWOOD**. Other WAVI appointments: **PETE BOYLE** as account executive, **FRED BROPHY** as news staff member and **JOHNNY SAUER** as sportcaster.

MR. SCHWEITZER

EDWIN H. SCHWEITZER, has resigned as v.p. and commercial manager of Station WELI, New Haven, effective Dec. 31, to accept position of commercial manager at WNLC New London, both Connecticut. Mr. Schweitzer has been with WELI for past 15 years.

WILFRED C. PRATHER, member of NBC Chicago engineering department, promoted to television technical operations supervisor for WNBQ (TV) and WMAQ, both Chicago.

FRANK TEAS, air personality at WSMN Nashua, N. H., promoted to program director.

DOM QUINN, air personality at WIND Chicago, promoted to program director.

TED SCHNEIDER, operations manager, WMGM New York, elevated to director of news and special events, and **BOB LAZICH,** formerly night news editor, KWBB Wichita, named WMGM nighttime supervisor of news and special events.

MARTIN WELDON, previously associated with WCBS New York, WABC-TV New York and NBC, to WNEW New York as director of news and special events.

RONALD LITTLE, on WBZ-TV Boston's production staff since 1952, named production supervisor.

WILLIAM M. SCRUGGS JR. appointed promotion manager of WSOC-AM-FM-TV Charlotte, N. C., replacing **JAMES W. EVANS,** to WTAR-TV Norfolk, Va., as promotion manager. **CHARLES M. MARSHALL** named director of merchandising and research.

DONALD R. SMITH named operations manager of WMBR Jacksonville, Fla. **TOMMY HARPER,** WMBR air personality, promoted to production manager, and **CHARLES SCHON** elevated to news editor.

BILL GIVENS, formerly musical director and executive director for WBZ Boston, to WORL Boston as program director and air personality.

ROBERT L. RIERSON, production manager for WBTV (TV) Charlotte, N. C., promoted to program operations manager. **NORMAN PREVATTE,** assistant production manager, to production supervisor, and **J. NATHAN TUCKER,** film director and assistant program manager, to program supervisor.

DON KELLY, air personality on WDGY Minneapolis, promoted to program director. D.j.'s **BILL DIEHL** and **JIM RAMSBURG** named to posts of music director and production director, respectively. **ROBERT T. WEST,** formerly with WTCN-TV Minneapolis, to WDGY as d.j.

JOHN A. POOL, director of public relations for Texas Showman's Assn., joins WBAP-FM Fort Worth as assistant manager and assistant program director. **ROBERT L. BOYS,** formerly program director for Tri-City Broadcasting Co., to WBAP-AM-FM-TV as announcer.

FRANK KALIL, formerly program director of KBUZ Mesa, Ariz., to WSAI Cincinnati in similar capacity.

JOHN CHRISTMAN, formerly sports and news writer for WNMP Evanston, Ill., appointed news director of WHK Cleveland, replacing **JACK PLUNTZE,** named news supervisor for WNEW New York.

BOB WALDROP, formerly announcer and newscaster for NBC New York, to WGMS Washington as announcer.

DAVE MAYNARD to WBZ Boston as air personality.

JIM BERGMAN, formerly with KREM-TV Spokane, Wash., and **DON MORRIS,** formerly with KIHR Hood River, Ore., to KUMA Pendleton, Ore., as announcer-engineers. **LEE CASEY** and **JACK COMFORT,** both formerly with KUMA, to KWRC Pendleton.

BILL KIMBROUGH, formerly director and photographer with WALB-TV Albany, Ga., to WTOC Savannah, Ga., production department.

CHARLIE BRYAN, air personality, moves his nighttime d.j. show from WDSU to WSMB, both New Orleans.

DORSEY CONNORS, personality at WNBQ (TV) Chicago and commercial announcer for local participations on NBC-TV's *Jack Paar Show,* signed for Monday-through-Friday radio series on WGN, that city.

DONALD T. FORTUNE joins WINE New York as air personality.

BRUCE HAYWARD to KMOX St. Louis as air personality.

DICK MOORE, formerly assistant news director at KFBI Wichita, Kan., to KBOX Dallas' action central news staff.

CLAUDE RANEY, formerly program director of WPDQ Jacksonville, Fla., to WHBQ Memphis news department.

PROGRAM SERVICES

ROBERT CAMP, formerly assistant to director of sales of Capitol Records Inc., Hollywood, promoted to executive staff assistant to v.p. of sales and merchandising of CRI.

PROFESSIONAL SERVICES

JULES L. HOFFMAN, formerly on promotion staff of *Philadelphia Inquirer,* appointed advertising promotion manager of *Tv Guide* magazine, succeeding **NELSON H. FUTCH,** named merchandising services director.

ROBERT S. GREEN, formerly attorney in appellate section of civil division, U.S. Department of Justice, becomes associated with Koteen & Burt, Washington, D. C., law firm, effective today (Dec. 15).

IRA J. ADAMS, 81, who established patent department of RCA and served as its first patent attorney died Dec. 4 at Valley Hospital, Ridgewood N. J. He was associated with RCA from 1920-29 and later engaged in private patent law practice.

MANUFACTURING

EUGENE D. SMITH, with Lion Oil Co., El Dorado, Ark., division of Monsanto Chemical Co., St. Louis, since 1949, promoted to advertising manager, succeeding **CLARENCE R. OLSON,** who remains as consultant for advertising and sales promotion.

DON WHITING promoted from assistant advertising manager to advertising manager of Toastmaster Div. of McGraw-Edison Co. (toasters, irons, etc.), Elgin, Ill.

WILLIAM H. PARSHALL named manager of advertising in marketing division of H. J. Heinz Co., Pittsburgh. **JAMES H. HAMILTON** succeeds Mr. Parshall as manager of product marketing. Mr. Parshall has served in various executive capacities for Heinz since 1935, Mr. Hamilton, since 1939.

COL. DANIEL B. WHITE, U. S. Air Force (ret.), named assistant manager of eastern operations, Packard-Bell Electronics Corp. technical products division.

TRADE ASSNS.

HENRY USHIJIMA, Colburn Film Services, elected president of Chicago Unlimited for 1959, succeeding **JAMES G. HANLON,** WGN-AM-TV, that city. Other officers named to head CU, organization devoted to promotion of Chicago as radio-tv advertising center, were **DON McNEILL,** ABC Radio personality, v.p.; **MRS. RUSTY FRANCISCO,** announcer, secretary, and **JACK RUSSELL,** Jack Russell & Assoc., (re-elected) treasurer.

Advertisement

MR. WALLER

In a letter to Phil Peterson, New England Sales Manager for Community Club Services, Inc., Mr. Ed Waller, President and General Manager of Radio Station WTOR, Torrington, Conn. stated that we "Just concluded Community Club Awards Campaign here in Torrington. It was a tremendous success! We will run our second Community Club Awards Campaign at the same time next year. By the way, we had over 15 million bonus coupons turned in and over 1 million in cash receipts.

"As you know, WTOR was the first station in Connecticut to run a Community Club Awards Campaign. Don't be afraid to have the other boys in the area call me. I will be glad to help them all I can".

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

in Houston
the turn is to
13
KTRK-TV, channel 13

KOSI radio in Denver
KOSI-KOBY GET ACTION!
KOBY radio in San Francisco
SEE YOUR PETRY MAN
Mid-America Broadcasting Company

'Music Man' Leads WIRL Event

Meredith Willson, composer of the Broadway attraction "Music Man," starred in a two-day combination music, retailing, station and Red Cross promotion campaign sponsored by WIRL Peoria, Ill. Mr. Willson was featured at a high school band festival in Peoria, where he conducted a massed band of some 1,200 musicians in his "Music Man" song hit "76 Trombones." In addition, the bands played the Willson tune "It's Beginning to Look Like Christmas," which was accepted as the official selling slogan by the Peoria Downtown Retailers Assn. for the 1958 Christmas season. WIRL also urged listeners to make blood donations at the American Red Cross Blood Center where Mr. Willson autographed "Music Man" albums for donors. Over 1,000 pints of blood were collected, according to WIRL President Robert Frudeger, and more than 40,000 persons attended the massed band concert.

WNEW-TV's 'Chaste' Ads Appeal

WNEW-TV New York—bucking "thousands of lines of network newspaper ads"—has hit upon a novel way with which to garner reader attention. It's taken out 85 3-inch all-type newspaper ads—described by station advertising director Ken Klein as "chaste"—and has slipped them unobtrusively into the women's pages of major New York newspapers. There, adjacent to pictures of the newest shoes, bridge columns and household hints, the ad asks in bold type: "If you have children who watch tv . . . we invite you to watch ch. 5 with them tonight at . . . ." For one WNEW-TV show, re-runs of the old "our gang" film shorts, this type of ad has resulted in a 200% increase in Arbitron ratings, the station claims.

Old Circus Wagon Drawn to KETV

A colorful antique circus wagon cage, now decorating the stage for the daily *Cartoon Circus* program on KETV (TV) Omaha, has been loaned to the station by the Omaha Zoo, Eugene S. Thomas, KETV vice president and general manager, has announced.

Formerly owned by Tony Jentry's Dog and Pony Circus which traveled from coast to coast after World War I, the wagon cage was offered for use by the station after KETV announced plans for its afternoon cartoon show. Floyd Henton, Omaha Zoo supervisor, discovered the abandoned wagon in a small Nebraska town nearly 30 years ago, and restored the wagon for a display at the city zoo, according to KETV.

Redheads Mob WPEN's Red Benson

Red Benson of WPEN Philadelphia is partial to redheads, according to the station. When the musical hit, "Li'l Abner", came to Philadelphia recently, Mr. Benson announced that he would be in the downtown section of the city and would give four tickets to the show to redheads who said "WPEN Li'l Abner" to him, two tickets to all others. Well, according to WPEN, when Red arrived at his location "there was bedlam." The mob that surrounded him was so thick that he couldn't get his hands in his pockets to hand out the tickets. The station reports that policemen restored order and 500 tickets to "Li'l Abner" were finally given away. Afterward, Red said: "I didn't know there were so many redheaded people in Philadelphia."

HOW TO WIN . . .

How can a television station make sure that the newspapers in its coverage area will use the program news releases sent by the station? This question, along with a plan, was taken by a North Carolina station directly to the source of the problem—the editors themselves.

WFMY-TV Greensboro's suggestion had to meet the demands of 15 daily papers and approximately 47 weeklies within a 50-mile radius of the station, each with different make-up, specifications, deadlines, "spheres of interest" and emphasis.

Judd Choler, promotion manager of WFMY-TV, made personal calls on 18 North Carolina and Virginia editors "to find out what the papers want from us, and to get on a pleasant relationship with them." Mr. Choler's promotion idea subsequently was adapted for use at WFMY-TV. During a weekday morning, live, studio program (music, weather, contests, etc.), WFMY-TV utilizes slides of newspaper mastheads to be shown on a special rear screen projection device. An announcer gives a headline type news item of public service content from the newspaper on display. From 40 to 50 papers are rotated in this manner during a period of five to eight weeks. The program ends with the reminder that the station's program information is found in ". . . newspaper, and other fine papers throughout the area."

WFMY-TV furnishes program schedules, free mat service, the station's weekly mimeographed "Channel 2 Program Highlights," and a free one- or two-column zinc plate or mat of a heading for the material. Thus far, the station reports, the editors have given "us all the cooperation we could ask for."

Clues Pay Off in WTMT Contest

On-air clues to the combination for opening the safe used in WTMT Louisville's "Treasure Vault" contest had to be extended to seven weeks before a winner could claim the $1,700 cash prize. According to the station, more than 35,000 persons in the area attempted to crack the 500-pound safe during WTMT's visits to different stores and shopping centers, An additional $100 was added to the original $1,000 prize for each week the safe went unopened. Contestants were allowed two minutes at the dial. Qualifying as an "expert safecracker" was a Louisville bank employe who swung open the vault door after studying the clues from the start of the contest, according to WTMT.

KID-TV Tests Atomic Power

Cameras and recorders operated by atomic power were used by KID-TV Idaho Falls, Idaho, in its dedication coverage of the Argonne Low Power Reactor, Dec. 2, at the National Reactor Testing Station in Idaho. The Argonne reactor produces 200 kw of electricity and 400 kw of space heat for installations in remote areas such as the Arctic DEW line. KID-TV shot film and made tapes for broadcasts that night, using power from the reactor as it began output at 12:30 p.m. The reactor, according to Argonne Labs, will operate with minimum supervision for three years on single fuel loading and may possibly be used to power radio transmitters in remote areas.

WGMS Also Beethoven Fan

Sudden public recognition of composer Beethoven's birthday, due to its promotion in the comic strip "Peanuts," has prompted WGMS Washington, D.C., to combine "only (blank) more days til Beethoven's birthday" with its announcements of "only (blank) more shopping days til Christmas." The precocious little composer in the strip, Schroeder, has heralded his idol's birthday daily. WGMS will celebrate the Dec. 16 (1770) event with a broadcast of Beethoven's Symphony No. 8 in F, Op. 93 at 11:15 a.m. WGMS airs at least one work by the composer almost every day of the year, and no departure from its regular schedule is necessary, the station reported.

WTOL-TV Dynamites Its Message

WTOL-TV Toledo, Ohio, has been mailing simulated sticks of dynamite to agencies to emphasize it as T.N.T.—Toledo's New Tower—according to the station. Inside each stick of dynamite and taped to the "fuse" for easy removal is basic information about the new station, which went on the air with a special premiere program last week [AT DEADLINE, Dec. 1].

Timebuyers Offered Holiday

McGavren-Quinn Corp., N. Y., station representative for four Connecticut stations now being sold as a group—WKNB New Britain, WNHC New Haven, WATR Waterbury and WNAB Bridgeport—is asking New York agency timebuyers to name the new group and is offering as top prize a 16-day California-Hawaiian holiday for two, courtesy Transocean Air Lines. The contest which began Dec. 2 winds up today (Dec. 15).

KFWB Allots Yule Drive Time

KFWB Los Angeles is withdrawing the hours 9-11 p.m. from sale during the month of December and has reserved the time exclusively for Christmas-connected public service announcements, presented in a setting of appropriate music. The station last week mailed invitations to 12,000 fraternal and civil organizations offering such use of KFWB facilities.

Texas Tall Tower Toured

WOAI-TV and KENS-TV, both San Antonio, were hosts Dec. 7 to more than 500 guests from Texas and other parts of the nation at festivities celebrating the formal opening of the stations' joint tv tower, reportedly the tallest in Texas and the third tallest structure in the world.

After touring the $1.25 million facilities, the guests were entertained at cocktails and dinner. Speakers included newscasters David Brinkley of NBC-TV and Ned Calmer of CBS-TV. The guest list included Thomas E. Knode, vice president, NBC station relations, and Carl Ward, CBS affiliate stations, as well as other local, state and national officials. Heading the welcoming committee were James M. Gaines, president of the Texas Tall Tower Corp. and of WOAI-TV (NBC-TV affiliate), and Wayne Kearl, manager of KENS-TV (CBS-TV affiliate).

Bucks Fall for KTBC's Guests

Friends and customers of KTBC-AM-TV Austin, Tex., are taking the bucks home this fall. More than 30 deer have been taken from the several thousand acres in two deer leases maintained by the stations in the hills west of Austin. Sportsminded advertisers and agency personnel from Austin, Dallas, Houston, San Antonio and other Texas cities have been invited for weekend and mid-week hunting expeditions during the deer season.

KLAC Gives Big Push in L.A.

KLAC Los Angeles has been promoting itself recently with a bright little folder which tells how to get "the big push in Southern California supermarkets," according to the station. Included are facts on the KLAC "Supermarket Plan." The station reports it "delivers mass displays within the markets . . . creates point of purchase impact. . . ." All these extras are delivered "by the KLAC team," says the station.

WCBS Sends Leather-Bound Digest

WCBS New York has distributed about 500 copies of the "WCBS Radio Data Digest" to agency account executives and timebuyers, advertiser officials throughout the country, and the staff of CBS Radio Spot Sales. The promotion piece, bound with a leather covering, contains information on the station's programming, personalities, audience, marketing area and merchandising facilities.

Texan Girls Romp at WILS

What happens when a group of station d.j.'s tangle with a team of Texan girls on the basketball court? Top box office, thanks to an unusual public relations effort.

This was demonstrated by WILS Lansing, Mich., when it pitted its d.j. teams against the Texas Cowgirls in the local civic center as part of a double-header that also featured the Harlem Globe Trotters and the Hawaii

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 $7.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

2 $13.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

3 $19.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

4 $25.00
name title/position
company name
street & number
city zone state
Sign gift card
occupation required

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name
street & number
city zone state

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

50th Stater team. A record 5,100 fans turned out, despite bad weather, for the best attendance at the center in two years, WILS reported. The Cowgirls won, 42-28, but it might have been more lopsided—the WILS group included some recruits from Michigan State U.

Money in The Streets, Via WDGY

There's money on the street where you live in Minneapolis-St. Paul, Minn., thanks to a recent WDGY promotion. Every morning, WDGY personality Don Kelly names two "money streets," one in each of the Twin Cities, and listeners living on these streets are invited to send their names and addresses to the station. Five envelopes with random addresses are kept at the station, containing amounts from $5 to $100. If a postcard is received from any of these five people WDGY awards each of them whatever is in the envelope with his name. The first day this contest was run there were over 100 entries from streets announced, according to WDGY, and two winners collected a total of $50.

Gentleman Jim Arrives for KXOK

KXOK St. Louis' new personality, Gentleman Jim Bradley, came to town and got a handsome welcome. Arriving by train, dressed in his black suit, trimmed with grey velvet, derby hat, ascot tie with diamond stick-pin and walking stick, Gentleman Jim was met by a band, models with welcoming signs, and "hundreds of people," according to KXOK. Gentleman Jim then toured the city, handing out simulated diamond stick-pins along the way. According to KXOK Vice President and General Manager C. L. Thomas, Gentleman Jim Bradley was created to fill the station's morning and early afternoon time schedules as well as to appear for five hours on Sunday afternoon.

Santa's Helpers Write to WAMP

In a pre-Christmas contest at WAMP Pittsburgh 28 children between the ages of 6 and 12 will win "shopping sprees" in a local department store by completing the sentence, "I want to be Santa's helper because . . ." Co-sponsored by Rosenbaum's Department Store and promoted on WAMP's *Rex Dale Show*, the contest offers $250 worth of credit in the store to each of the three top winners. The 25 runners-up will each receive $5 merchandise certificates. All 28 will be treated to lunch, after which they will appear on Mr. Dale's program.

D.J. Adds Realistic Note

A personal touch of realism was incorporated into a dairy's commercials on WPBN-TV Traverse City, Mich. D.j. Ted Simon tied in the live commercials for a local dairy, which was giving away miniature sports cars in exchange for dairy carton tops, by giving his "pitch" from beside and inside his own "real" sports car.

Station Authorizations, Applications

Dec. 4 through Dec. 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

Christiansted, St. Croix, V.I.—Radio American West Indies Inc., ch. 8 (180-186 mc); ERP 3.79 kw vis., 1.895 kw aur.; ant. height above average terrain 732 ft., above ground 316.5 ft. Estimated construction cost $129,462, first year operating cost $57,500, revenue $45,000. P.O. address Box 931. Studio-Trans. location 0.5 miles SSE of Christiansted. Geographic coordinates 17° 44′ 19″ N. Lat., 64° 42′ 07″ W. Long. Trans.-ant., RCA. Legal counsel Cottone & Scheiner, Washington. Consulting engineer George P. Adair Co., Washington. Applicant is licensee of WIVI Christiansted. Announced Dec. 9.

Existing Tv Stations

ACTIONS BY FCC

KNAC-TV Fort Smith, Ark.—Is being advised that application for transfer of control from **Harry Pollock** to **Donald W. Reynolds** indicates necessity of a hearing. Chairman Doerfer and Commissioner Cross dissented. Announced Dec. 10.

WAVY-TV Portsmouth, Va.—Granted waiver of Sect. 3.652(a) of rules to change identification to Norfolk-Portsmouth.

CALL LETTERS ASSIGNED

KTLE Pocatello, Idaho—KBLI Inc., ch. 6.

WTAS Albany, N.Y.—Van Curler Bcstg. Corp., ch. 35. Changed from WTRI, effective Jan. 1.

KOKE-TV Oklahoma City, Okla.—Independent School Dist. No. 89, ch. *25. Changed from KTVQ.

WQEX Pittsburgh, Pa. — Metropolitan Pittsburgh Educational Tv Station, ch. *47.

KPEC-TV Lakewood Center, Wash.—Clover Park School Dist. No. 400, Pierce County, ch. *56.

Translators

Renville County Tv Corp. (% Robert G. Johnson), Olivia, Minn.—Granted cp for new tv translator station on ch. 76 to translate programs of WCCO-TV Minneapolis. Announced Dec. 4.

New Am Stations

ACTIONS BY FCC

Rockmart, Ga.—Polk Radio—Granted 1220 kc, 250 w D. P.O. address L. E. Gradick, 987 Mt. Paran Rd., N.W., Atlanta. Estimated construction cost $5,696, first year operating cost $24,000, revenue $36,000. Owners, each one-third: **James G. McGarity**, mechanic; **Stephens B. McGarity**, peace officer, and **Leslie E. Gradick Jr.**, engineer. Announced Dec. 10.

Calais, Me.—St. Croix Bcstg. Co.—Granted 1230 kc, 250 w unl. P.O. address % Cottone & Scheiner, 1820 Jefferson Pl. N.W., Washington. Estimated construction cost $14,152, first year operating cost $30,000, revenue $32,000. **Robert D. Hawley** and **Wesley J. Wentworth**, both Amherst bank directors, each own 50%. Announced Dec. 4.

Greenville, Pa.—Greenville Bcstg. Co.—Granted 940 kc, 1 kw DA, D. P.O. address 60 College Ave., Greenville. Estimated construction cost $24,596, first year operating cost $34,580, revenue $38,000. Equal partners are **Kenneth B. Anderson** and **Merle G. Anderson**. Kenneth is former employe, Westinghouse Electric Co., Merle is lumber salesman. Announced Dec. 4.

APPLICATIONS

Fairhope, Ala.—Price Bcstg. Corp., 1220 kc, 1 kw D. P.O. address Box 1317. Estimated construction cost $35,450, first year operating cost $43,000, revenue $52,000. Owners are **George K. Noland** (19.6%), bottler; **John Dixon** (19.6%), recording and publishing; **Sam Price Jr.** (17.8%), salesman, WBMK West Point, Ga.; **Charles L. Thompson** (17.8%) recording and publishing, and others. Announced Dec. 10.

Jacksonville, Ill.—Guy E. McGaughey Jr., 1550 kc, 250 w N., 1 kw D. unl. P.O. address Skiles Bldg., Mt. Carmel, Ill. Estimated construction cost $57,600, first year operating cost $102,000, revenue $120,000. Mr. McGaughey, sole owner, is attorney. Announced Dec. 4.

Morris, Ill.—Grundy Bcstg. Co., 1550 kc, 250 w D. P.O. address Louisiana, Mo. Estimated construction cost $14,077, first year operating cost $48,550, revenue $53,600. Applicants are theatre-owners **Russell** and **Mildred Armentrout**. Announced Dec. 10.

Fremont, Mich.—Rev. Stuart P. Noordyk, 1550 kc, 1 kw D. P.O. address East State Rd., Box 361, Grant, Mich. Estimated construction cost $11,925, first year operating cost $20,000, revenue $30,000. Rev. Noordyk is organist for radio bible class. Announced Dec. 8.

Valdese, N.C.—Central Bcstg. Co., 1490 kc, 250 w D. P.O. address Box 629, Belmont, N.C. Estimated construction cost $13,436, first year operating cost $22,000, revenue $30,000. Applicant is sole owner of WCGC Belmont, N.C., 51% owner of WEGO Concord, N.C., and has minority interest in WPCC Clinton, S.C. Announced Dec. 10.

Winston-Salem, N.C.—Reisenweaver-Communications, 1550 kc, 1 kw D. P.O. address Box 5082. Estimated construction cost $15,200, first year operating cost $48,000, revenue $75,000. **Wilbur B. Reisenweaver**, sole owner, is in two-way radio sales and service. Announced Dec. 8.

Delphos, Ohio—Western Ohio Bcstg. Co., 940 kc, 250 w D. P.O. address % **Charles E. Trivette**, Virgie, Ky. Estimated construction cost $22,830, first year operating cost $31,750, revenue $42,500. Equal partners are Mr. Trivette, 95% owner of WMLF Pineville, Ky., and **Herman G. Dotson**, 50% owner of WNRG Grundy, Va., and 25% owner of WMNF Richwood, W.Va., and WCPM Cumberland, Ky. Announced Dec. 10.

Miamisburg, Ohio—Miami Valley Christian Bcstg. Assn. Inc., 940 kc, 500 w D. P.O. address 419 S. Riverview. Estimated construction cost $21,345, first year operating cost $48,000, revenue $60,000. Applicant is non-profit organization. Announced Dec. 8.

Suffolk, Va.—Nansemond Bcstrs., 1010 kc, 5 kw D. P.O. address % Radio Station WPAQ, Mt. Airy, N.C. Estimated construction cost $52,625, first year operating cost $70,000, revenue $80,000. Applicants are **Mr.** and **Mrs. Ralph D. Epperson**. Mr. Epperson also owns WPAQ. Announced Dec. 10.

Existing Am Stations

ACTIONS BY FCC

KWEI Weiser, Idaho—Granted change of frequency from 1220 kc to 1260 kc, continuing operation with 1 kw, D.

KFMQ (FM) Lincoln, Neb.—Granted SCA to engage in functional music operation on multiplex basis.

WSOM (FM) Salem, Ohio—Granted SCA to engage in functional music operation on multiplex basis.

KSRV Ontario, Ore.—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 1380 kc with 1 kw-N, DA-N.

WCOR Lebanon, Tenn.—Granted increase of power from 250 w to 500 w, continuing operation on 900 kc, D.

KRKO Everett, Wash.—Granted increase of power from 1 kw to 5 kw, continuing unlimited time operation on 1380 kc, DA-N; engineering conditions; remote control permitted during non-DA daytime hours.

WMAM Marinette, Wis.—Granted renewal of license without prejudice to such action as Commission may deem warranted, if any, as result of final determination reached in proceedings re application of **William Walker**, et al., and **Evening Telegram Co., Norman M. Postles** and **Walter C. Bridges** for consent to voluntary transfer of control of **M & M Bcstg. Co.** (WMAM and WMBV-TV). **Marinette, Wis.** Announced Dec. 10.

APPLICATIONS

WROD Daytona Beach, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KOOD Honolulu, Hawaii—Mod. of cp to increase power from 1 kw to 5 kw and change type trans.

KBUR Burlington, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KASO Minden, La.—Mod. of license to change hours of operation from unl. to SH.

WHMP Northampton, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WTXL West Springfield, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WNBZ Saranac Lake, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBAW Barnwell, S.C.—Cp to increase power from 500 w to 1 kw.

WGAP Maryville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KZOL Muleshoe, Tex.—Cp to change ant.-trans. and studio location, make changes in ground system and change station location to Farwell, Tex.

WTIP Charleston, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBKV West Bend, Wis.—Cp to increase power from 500 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KBHC Nashville, Ark.—R.G. McKeever, 1260 kc.

WMRA Marianne, Fla.—Southern Bcstg. Co. of Marianna Inc., 1390 kc.

WIOK Mount Dora, Fla.—Triangle Bcstg. Corp., 1580 kc. Changed from WMDF.

WINQ Tampa, Fla.—Radio Tampa, 1010 kc. Changed from WTNZ.

WEZJ Williamsburg, Ky.—Whitley County Bcstg. Co., 1440 kc.

KEYD Oakes, N.D.—Interstate Bcstg. Corp., 1220 kc.

KYAP Ruidoso, N.M.—Ruidoso Bcstg. Co., 1340 kc.

KSOL Spokane, Wash.—Christian Services Inc., 1330 kc.

WMRW Merrill, Wis.—Ladon Bcstg. Corp., 730 kc.

WTOJ Tomah, Wis.—Jack L. Goodsitt, 1460 kc.

New Fm Stations

ACTIONS BY FCC

Alameda, Calif.—Patrick Henry and **David Larsen—**Granted 92.7 mc, .275 kw. P.O. address 6515 Mountain Blvd., Oakland. Estimated construction cost $5,760, first year operating cost $12,000 revenue $16,000. Mr. Henry (75%) is KROW Oakland announcer-engineer. Mr. Larsen is radio and tv information man in U.S. Marine Corps. Announced Dec. 10.

Grand Junction, Colo.—Western Slope Bcstg. Co.—Granted 29.3 mc. 2.79 kw. P.O. address Box 30. Grand Junction. Estimated construction cost $10,595, first year operating cost $2,500, revenue $1,500. Applicant is licensee of KREX-AM-TV Grand Junction, Colo. Its president, **Rex G. Howell,** owns 50% of KGLN Glenwood Springs, Colo. Announced Dec. 4.

St. Petersburg, Fla.—Trans-Chord Inc.—Granted 99.5 mc, 31 kw. P.O. address 3770 Ocean Dr., Vero Beach, Fla. Estimated construction cost $34,883, first year operating cost $37,785, revenue $44,500. Owners are **Harry C. Offutt Jr.** (93%) and others. Mr. Offutt is in oil and natural gas, etc. Announced Dec. 4.

APPLICATIONS

Huntsville, Ala.—James A. Hornbuckle, 99.1 mc, 2.66 kw. P.O. address 512 Forrest Circle. Estimated construction cost $11,720, first year operating cost $12,500, revenue $15,000. Applicant sells hi-fi gear and phonograph records. Announced Dec. 8.

Pine Bluff, Ark.—Universal Bcstg. Corp., 92.3 mc, 3.18 kw. P.O. address Box 957. Estimated construction cost $12,045, first year operating cost $9,576, revenue $18,500. Applicant **B.J. Parrish** also owns KOTN Pine Bluff. Announced Dec. 4.

San Diego, Calif.—Leonard Graysen, 97.3 mc 29.5 kw. P.O. address Suite 1007, 6399 Wilshire Blvd., San Diego. Estimated construction cost $23,200, first year operating cost $51,000, revenue $57,600. Mr. Graysen, sole owner, is in real estate development and construction. Announced Dec. 10.

Louisville, Ky.—Fidelity Radio Inc., 97.5 mc, 17.28 kw. P.O. address 300 W. Broadway St. Estimated construction cost $17,500, first year operating cost $24,000, revenue $28,000. **Mr.** and **Mrs. Stephen A. Cisler Jr.** (50% of KEAR [FM] San Francisco) are owners. Announced Dec. 8.

Medford, Mass.—Conant Bcstg. Co., 107.9 mc, 15 kw. P.O. address 99 Revere Beach Pkwy. Estimated construction cost $14,515, first year operating cost $25,000, revenue $35,000. Applicant is licensee of WHIL Medford. Announced Dec. 8.

Port Arthur, Tex.—Triangle Bcstg. Co., 93.3 mc, 3.33 kw. P.O. address Goodhue Hotel Bldg., Box 430. Estimated construction cost $11,470, first year operating cost $9,600, revenue $15,000. **Harry Diehl,** sole owner, is in electronic parts. Announced Dec. 10.

Existing Fm Stations

CALL LETTERS ASSIGNED

KPLI Riverside, Calif.—Parker-Lee Inc., 99.1 mc. Changed from KPIP.

KFMB-FM San Diego, Calif.—Marietta Investment Corp., 100.7 mc.

KSTN-FM Stockton, Calif.—Valley Bcstrs. Inc., 107.3 mc.

WOHI-FM East Liverpool, Ohio—East Liverpool Bcstg. Co., 104.3 mc.

WSAD San Juan, P.R.—Segismundo Quinones Jr., 98.5 mc.

WYFI Norfolk, Va.—Electronic Research Inc., 99.7 mc.

KLSN Seattle, Wash.—Sight and Sound, 101.5 mc.

Ownership Changes

ACTIONS BY FCC

KWCB Searcy, Ark.—Granted transfer of control from **C.N., Mary** and **Carlene Dodd** to **C.R. Horne (KXRJ Russellville, Ark.)**; consideration $72,000 for 88% interest. Announced Dec. 10.

KBMX Coalinga, Calif.—Granted assignment of license from **Vernon J. Stedry** and **Jesse F. Tepper** to **Sheldon Anderson;** consideration $30,000. Announced Dec. 4.

KVFM (FM) San Fernando, Calif.—Granted assignment of cp from **Walter Gelb** and **Ted Bolnick** to **San Fernando Valley Bcstg. Co.,** in which Messrs. Gelb and Bolnick will have 69.9% interest; stock transaction.

WABR Winter Park, Fla.—Granted assignment of license to Contemporary Bcstg. Co. (**J. Edward Edwards,** president); consideration $225,000. Announced Dec. 10.

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and **KMAU-TV Wailuku,** all **Hawaii—**Granted transfer of control of **Hawaiian Bcstg. System Ltd.,** from **Consolidated Amusement Co.** to **Hialand Development Corp.;** consideration $8,738,249. Of transferee's 17 stockowners, only ones having other broadcast interests are **Roy J. Turner,** 12½% interest in KWTV (TV) Oklahoma City and **C. Dale, M. Clare** and **Lloyd W. Miller,** 1.57% in KARD (TV) Wichita. Announced Dec. 4.

WSJM St. Joseph, Mich.—Granted assignment of license to WSJM Inc. (**William E. Walker,** president); consideration $152,319. Assignee stockholders have interests, individually or collectively in WBEV Beaver Dam, Wis.; KCLN Clinton, Iowa; WSHE Sheboygan, Wis.; WMAM and WMBV-TV Marinette, Wis.; WONN Lakeland, Fla.; WHBL Sheboygan, Wis.; and WKOW-AM-TV Madison, Wis.; grant is subject to condition that **Benedict F. Hovel** divest himself of his interest in and association with WHBL within 90 days after consummation of assignment of license of WSJM. Announced Dec. 10.

WCTW New Castle, Ind.—Granted acquisition of negative control by **Adaline B. Chambers, et**

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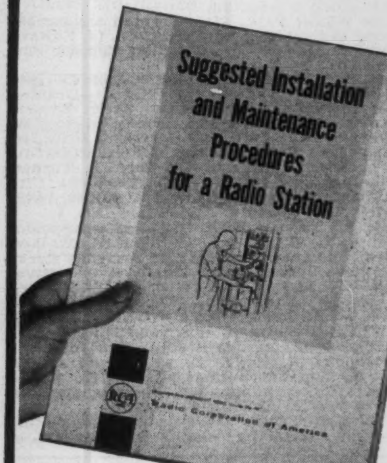
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al., by purchase of 0.03% of stock from **Allen C. Hiner** for $9,000. Announced Dec. 4.

WEBC Duluth, Minn.—Granted assignment of cp and licenses to WEBC Inc. (**George H. Clinton**, president, has interest in WTMA-AM-FM Charleston, S.C.); consideration $250,000. Announced Dec. 10.

KWRE Warrenton, Mo.—Granted assignment of licenses to **KWRE Radio Inc. (Harry G. Kline, president)**; consideration $65,000 and W. T. Zimmerman to be employed as consultant for 10 years at $2,500 per year. Announced Dec. 10.

KXLO Lewiston, Mont.—Granted assignment of licenses to **Asger Mikkelsen**; consideration $100,000. Announced Dec. 10.

WFVG Fuquay Springs, N.C.—Granted assignment of license from **J.M. Stephenson** to **James F. Flanagan**, et al., d/b as **Radio Station WFVG**; consideration $42,000. Announced Dec. 10.

WKIX-AM-FM Raleigh, N.C.—Granted assignment of license to **WKIX Bcstg. Co. (Ralph C. Price**, president); consideration $215,000; conditioned that **James M. Stephenson** dispose of his interest in station WFVG Fuquay Springs, N.C., prior to consummation of assignment of licenses. Announced Dec. 10.

W79AA Claremont, N.H.—Granted assignment of license of tv translator station to **Mt. Mansfield Television Inc.** (WCAX-TV, ch. 3, Burlington, Vt.); consideration $3,600 includes lease of equipment for three years with option to renew lease for additional three years at $50 per year or purchase same for $100. Announced Dec. 10.

KFLY Corvallis, Ore.—Granted acquisition of positive control by **David E. Hoss** (now 50% owner) through sale by Leander Quiring of latter's 50% interest—additional 2% to Mr. Hoss, 24% to **Leon C. Boner** and 24% to **Douglas Whipple**; consideration $25,500. Announced Dec. 4.

WHHS (FM)* Havertown, Pa.—Granted (1) renewal of license and (2) assignment of license and cp to The School District of Haverford Township. Station has been off air since Mar. 1956 to enable it to be transferred to new senior high school. Announced Dec. 10.

WWBD Bamberg, S.C.—Granted transfer of control from **P. Eugene Brabham**, et al., to **Joe Speidel III** (WOIC Columbia, and WPAL Charleston, both South Carolina); consideration $15,687 for remaining 59.43% interest. Announced Dec. 4.

WHLP Centerville, Tenn.—Granted assignment of license to **Trans-Air Broadcast Corp. (William R. McDaniel** and **Eugene N. Hester)**; consideration $26,250, Announced Dec. 4.

WTUC Union City, Tenn.—Granted assignment of license from **Joe H. Harpole** and **William H. Parks** to **Davy Crockett Bcstg. Co. (David J. Capps, Don Hickman** and **Paul Clark)**; consideration $25,000. Announced Dec. 10.

WCHV Charlottesville, Va.—Granted assignment of license to **Eastern Bcstg. Corp. (R.A. Neuhoff**, president); consideration $200,000 plus $10,000 to firm handling transaction. Announced Dec. 4.

KLAN Renton, Wash.—Granted assignment of license to **Walter N. Nelskog**, et al., d/b as **Seattle Musicasters**; consideration $192,000. Mr. Nelskog is part owner of four am sations—KUDI Great Falls, Mont.; KUDE Oceanside, Calif.; KQDY Minot, N.D., and KQTY Everett, Wash. Comr. Hyde voted for a 309 (b) letter. Announced Dec. 4.

APPLICATIONS

WBYE Calera, Ala.—Seeks assignment of license from **Shelby County Bcstg. Co.** to **Shelby County Advertising Corp.** (two-thirds owned by **Ralph W. Sears**, Alabama College public relations director), for $40,000. Announced Dec. 10.

WJHB Talladega, WTLS Tallassee, both **Alabama**, and **WMBC Macon, Miss.**—Seek transfer of 50% of licensee **(Confederate Bcstg. Co.)** from **Mr.** and **Mrs. Ned Butler** to **William Tyler**, general manager, WHNY McComb, Miss. Plan calls for sale of all of WTLS to Mr. Butler for $15,000 and WMBC to **Mr. Walter Welch**, for assumption of debts. Announced Dec. 9.

KITO San Bernardino, Calif.—Seeks transfer of 100% of licensee **(Radio Assoc. Inc.)** from **Marshall S. Neal** et al (all stockholders) to **Myer Feldman**, partner in KLAD Klamath Falls, Ore., and **Arnold S. Lerner** and **Raymond Ruff**, both formerly in KOMA Oklahoma City, Okla., for $76,654 ($1 per share). Announced Dec. 8.

WFRP Savannah, Ga.—Seeks assignment of license from **Ga. Bcstg. Co.** to **Fisher Bcstg. Co.** $87,500. Buyer **Albert T. Fisher Jr.** is former stockholder in several South Carolina am stations. Announced Dec. 4.

WKTG Thomasville, Ga.—Seeks assignment of license from **John H. Phipps** to **James S. Rivers** tr/as **Radio Station WKTG** for $60,000. Mr. Rivers also owns WMJM Cordele and WDOL Athens, 52% of WTJH East Point, 84% of WJAZ Albany and 51% of WACL Waycross, all Georgia. Announced Dec. 4.

KIDO BOISE, Idaho—Seeks assignment of license from **KIDO Inc.** to **Mesabi Western Corp.** for $181,000. Purchasers are **Pacific National Bank of Seattle**, 80%, and **William E. Boeing Jr.**, sole owner of KEDO Longview, Wash., 20%. Announced Dec. 10.

WMBH-AM-FM Joplin, Mo.—Seeks assignment of license from **O'Brien & Assoc. Inc.** to **Radio Joplin Inc.** for $40,500. Certain other real estate is included. Buyers are **Edward E. Haverstick Jr.** (53.7%), **William K. Haverstick** (40.74%) and **Dick J. Kasten** (5.56%) who have same percentage of ownership in KSTL St. Louis, Mo. Announced Dec. 8.

KDRO-TV Sedalia, Mo.—Seeks transfer of 100% of licensee **(KDRO-TV and Radio Inc.)** from **Milton J. Hinlein** et al (all stockholders) to **Cook Paint and Varnish Co.** for $50,000 ($1 per share). Cook owns KMBC Bcstg. Co. which owns KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan. Announced Dec. 9.

KSD-AM-TV St. Louis, Mo.—Seeks transfer of control of licensee corporation from **Joseph Pulitzer Jr.** and **Charles J. Hentschell**, voting trustees to Messrs. **Pulitzer** and **Hentschell** and **Dell B. Stafford, Raymond L. Crowley** and **John G. Jackson**, voting trustees. Announced Dec. 8.

WISP Kinston, N.C.—Seeks assignment of license from **Citizens Bcstg. Co.** to **Kiehl Bcstg. Co.** for $25,000. Buyers are **William K. Diehl**, with WLOW Norfolk, Va., and **Mrs. Diehl**, 95%, and **Frederick T. Stant Jr.**, attorney, 5%. Announced Dec. 8.

WHEB Portsmouth, N.H.—Seeks assignment of license from **WHEB Inc.** to **Knight Bcstg. of N.H. Inc.** for $75,000. Buyer **Norman Knight** is general manager of WNAC-AM-TV and WRKO-FM, all Boston. Announced Dec. 10.

WCMB-AM-TV Harrisburg, Pa.—Seeks acquisition of 80% (66⅔% from **Edgar T. Shepard Jr.** and 13⅓% from **Edgar K. Smith** who retains 20%), by Washington radio-tv attorney **James A. McKenna** for $277,500—$192,000 for stock and balance for related agreements. Mr. McKenna owns 50% of KEVE Minneapolis-St. Paul. Announced Dec. 8.

WGRF Aguadilla, P.R.—Seeks transfer of 100% from **Guillermo R. Ferreri** et al (all stockholders) to **Manuel A. Cabrera** (interest in WNIK Arecibo), for $21,000. Announced Dec. 9.

WOKE Oak Ridge, Tenn.—Seeks transfer of 100% licensee (WOKE Inc.) from **Arthur D. Smith Jr.** and **Carter M. Parham** to **WATO Inc.** for $30,200. Buyer is licensee of WATO Oak Ridge. Announced Dec. 4.

WEZL Richmond, Va.—Seeks assignment of license from **William E. Benns Jr.** and **Barbara Benns**, d/b as **Chesterfield Bcstg. Co.**, to **WEZL Inc.** for $111,000. Buyers are equal partners **Ben Strouse** (interest in WWDC-AM-FM Washington, WMBR-AM-FM Jacksonville, Fla., and WEBB Baltimore); and **Leon B. Back** (interest in WEBB). Announced Dec. 9.

WRON Ronceverte, W.Va.—Seeks transfer of 84.2% from **Charles E. Springer** to **James E. Venable**, manufacturer of septic tanks, for $63,150. Announced Dec. 8.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 23 initial decision and granted application of **Patrick Henry** and **David D. Larsen** for new Class A fm station to operate on 92.7 mc in Alameda, Calif.

By order, Commission made effective immediately Oct. 28 initial decision and granted application of **Capitol Bcstg. Corp.** to change facilities of station WCAW Charleston, W.Va., from 1400 kc, 250 w, U, to 680 kc, 250 w, DA, U. Chairman Doerfer and Commissioner Ford dissented.

By decision, Commission denied application of **Joe Tom Easley** to establish and use studio in **Eagle Pass, Tex.**, for transmission of radio programs to station XEMU Piedras Negras, Coahuilla, Mexico, Commissioner Cross dissented. Initial decision of March 27, 1957, looked toward grant.

INITIAL DECISIONS

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Carthage Bcstg. Co. for new am station to operate on 1350 kc, 500 w D, in Carthage, Tenn. Announced Dec. 9.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of WLBE Inc., to increase daytime power of WLBE Leesburg-Eustis, Fla., from 1 kw to 5 kw and change from DA day to non-DA day, continuing operation on 790 kc with 1 kw-N, DA-N. Announced Dec. 9.

OTHER ACTIONS

By memorandum opinion and order, the Commission (1) granted protest and petition for reconsideration filed by William C. Forrest (WRDB), Reedsburg, Wis.; (2) designated for hearing applications of Tomah-Mauston Bcstg. Co. for new am station (WTMB) to operate on 1390 kc, 500 w, D, in Tomah, Wis., and mod. of cp to reduce maximum expected operating value and made protestant party to proceeding, and (3) postponed effective dates of Oct. 15 and Nov. 5 grants to Tomah pending decision after hearing. Comr. Bartley issued dissenting statement; Comr. Ford issued concurring statement in which Chairman Doerfer and Comr. Cross concurred. Announced Dec. 10.

By decision, Commission (1) granted protest and petition for reconsideration filed by Community Service Bcstg. Corp. (WCSS), Amsterdam, N.Y., and (2) revoked July 18, 1957 grant of cp and denied application of Walter T. Gaines for new am station (WGAV) to operate on 1570 kc, 1 kw, D, in Amsterdam. Chairman Doerfer not participating; Comr. Cross dissenting. April 8 initial decision looked toward denying WCSS protest and affirming July 18, 1957 grant of Gaines application.

By memorandum opinion and order, Commission denied petition by Straits Bcstg. Co. for

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reconsideration of July 28 decision which granted application of Midwestern Bcstg. Co. for new tv station to operate on ch. 4 in Cheboygan, Mich., and denied competing application of Straits. Comrs. Bartley and Ford dissented; Comr. Cross not participating.

By memorandum opinion and order, Commission granted petition by Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S.C., and Greenville Television Co. (WGVL, ch. 23), Greenville, S.C., to extent of amending issues in remand proceeding involving mod. of cp of Spartan Radiocasting Co. station WSPA-TV (ch. 7), Spartanburg, S.C., to move its trans. to Paris Mountain with ERP of 200 kw vis., 120 kw aur., ant. 1182 ft., change studio location within Spartanburg, etc., to determine manner in which Spartan, as former licensee of stations WORD-AM-FM, and as licensee of WSPA-AM-FM-TV, operated said station, and any other facts or circumstances affecting Spartan's reliability and candor as licensee.

Commission scheduled oral argument for Jan. 23, 1959, in proceeding on applications of Crosley Bcstg. Corp. (WLWI) and WIBC Inc., for new tv stations to operate on ch. 13 in Indianapolis, Ind., pursuant to Court of Appeals remand. Comr. Craven not participating.

By memorandum opinion and order, Commission granted petitions for reconsideration and rehearing filed by KXA Inc., and Puget Sound Bcstg. Co., to extent of setting aside July 25, 1957 decision which granted application of Queen City Bcstg. Co. for new tv station (KIRO-TV) to operate on ch. 7 in Seattle, Wash., and denied petitioners' competing applications, and scheduling oral argument for Jan. 30, 1959, but permitted KIRO-TV to continue operation pending final outcome of proceeding ordered herein, and without prejudice to any action which Commission may take as result of its ultimate determination in further proceedings. Oral argument may be made to all exceptions heretofore filed with respect to both initial and supplemental initial decisions and, in addition, may be directed to procedural errors which were alleged by parties in their petitions for reconsideration. Commission is of opinion that, in view of U.S. Court of Appeals decision in *WIBC Inc., Indianapolis, Ind., v. FCC*, decision of July 25, 1957, should be vacated and proceeding reset for oral argument.

By memorandum opinion and order, Commission denied joint petition by WMBO Inc. (WMBO) and Auburn Publ. Co. (WMBO-FM), both Auburn, N.Y., for reconsideration of that part of Commission's order of July 30 which requires them to file applications for renewals of licenses of those stations; ordered such renewals to be filed within 30 days. Comrs. Hyde and Cross dissented. Petitioners had sought reconsideration of May 22 grant to Herbert P. Michels for new am station (WAUB) to operate on 1000 kc, 1 kw, D, at Auburn, because of economic impact, to which Commission's July 30 order afforded them evidentiary hearing.

Majority of Commission on Dec. 10 directed preparation of document looking toward denying petition by Federal Bcstg. System Inc. (WSAY), Rochester, N.Y., for reconsideration or rehearing of March 12 decision which (1) dismissed WSAY protest and (2) affirmed March 11, 1953 grants of cps to WHEC Inc. (WHEC-TV) and Veterans Bcstg. Co. (WVET-TV) for new tv station to operate on ch. 10 on share-time basis in Rochester.

Commission on Dec. 10 directed preparation of document looking toward denying application of Oregon Radio Inc., for extension of time to construct station KSLM-TV (ch. 3), Salem, Ore. Initial decision of Mar. 26 looked toward this action.

Tobacco Valley Bcstg. Co., Windsor, Conn.—Designated for hearing application for new am station to operate on 1480 kc, 500 w, DA, D; made WTXL West Springfield, Mass., and WMMW Meriden, Conn., parties to proceeding. Announced Dec. 4.

Tri-County Bcstg. Co., Jerseyville, Ill.; WAMV East St. Louis, Ill.—Designated for consolidated hearing applications of Tri-County for new am station to operate on 1480 kc, 500 w, DA, D, and WAMV to increase daytime power from 250 w to 1 kw, continuing operation on 1490 kc with 250 w-N; made KTTR Rolla, Mo., and WKRO Cairo, Ill., parties to proceeding. Announced Dec. 4.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 10

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,270	49	106	581
FM	544	29	116	67
TV	431[1]	84	102	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 10

	VHF	UHF	TOTAL
COMMERCIAL	434	81	515[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,270	544	431[1]
CPs ON AIR (new stations)	45	27	81[2]
CPs NOT ON AIR (new stations)	108	115	105
TOTAL AUTHORIZED STATIONS	3,423	686	666
APPLICATIONS FOR NEW STATIONS (not in hearing)	456	34	49
APPLICATIONS FOR NEW STATIONS (in hearing)	119	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	575	64	107
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	433	29	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	48	1	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	481	30	54
LICENSES DELETED	0	0	0
CPs DELETED	1	1	1

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] **There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)**

[4] **There has been, in addition, one uhf educational tv station granted but now deleted.**

WBBC Flint, Mich.—Designated for hearing application to increase daytime power from 1 kw to 5 kw and change daytime DA pattern, continuing operation on 1330 kc with 1 kw-N, DA-2; made WFIN Findlay, Ohio, and WKMH Dearborn, Mich., parties to proceeding. Announced Dec. 4.

WHOA San Juan, P.R.; Jose R. Madrazo, Guaynabo, P.R.—Designated for consolidated hearing applications of WHOA to change facilities from 1400 kc, 250 w, U, to 870 kc, 5 kw, DA-1, U, and Madrazo for new am station on 860 kc, 500 w, D. Announced Dec. 4.

Commission en banc, by Comrs. Doerfer (Chairman), Hyde, Bartley, Craven, Ford and Cross, on Dec. 4 postponed oral argument from Dec. 12 to Dec. 19 on following proceedings:

Nevada Telecasting Corp. (KAKJ), Reno, Nev.

Westbrook Bcstg. Co., Westbrook, Me., and Sherwood J. Tarlow, Saco, Me.

North Dakota Bcstg. Co., Fargo, N.D.

Wayne M. Nelson, Concord, N.C., and Fred H. Whitley, Dallas, N.C.

Routine Roundup

Philco Corp., Philadelphia, Pa.—Requests rule making looking toward adoption of am stereophonic transmission standards. System proposed has following objectives: (1) to develop compatible system which would provide signal which could be used for stereo reception and which would in no way diminish nor degrade existing am broadcast service to existing monophonic receivers; (2) to develop system which would provide for inexpensive stereo receivers at price level which everyone could afford, and (3) to develop system which would not impose unreasonable economic burden upon existing am broadcast stations, should they wish to add stereo service. Announced Dec. 5.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde on Dec. 4

Granted petition by Historyland Radio for extension of time to Dec. 5 to file reply exceptions in proceeding on its am application and that of Star Bcstg. Corp., both Fredericksburg, Va.

By Hearing Examiner Isadore A. Honig on Dec. 8

On oral request of Gateway Bcstg Corp. extended to Dec. 15 time for filing replies to proposed findings of fact and conclusions in proceeding on am application of Westminster Bcstg. Co. (WCME), Brunswick, Me.

Ordered further hearing for 9:00 a.m., Jan. 12, 1959 in proceeding on am application of Russel G. Salter, Aurora, Ill.

By Hearing Examiner Charles J. Frederick on dates shown

Scheduled hearing for Jan. 26, 1959 and cross-examination for Feb. 9, 1959 in tv ch. 8, Moline, Ill., proceeding. Action Dec. 8.

Granted motion by Newark Bcstg Corp., Newark, N.J. for extension of time to Dec. 8 for the exchange of written lay testimony among parties in proceeding on its fm application and that of WMGM Bcstg. Corp., New York City. N.Y. Action Dec. 5.

By Hearing Examiner Annie Neal Huntting on Dec. 9

Granted motion by James W. Miller, Milford, Conn., for continuance of hearing from Dec. 10 to Feb. 16, 1959 in proceeding on am application.

By Hearing Examiner Millard F. French on the dates shown

On own motion, cancelled prehearing conference scheduled to be held Dec. 11, and continued without date hearing scheduled for Dec. 16 in proceeding on am application of Cherokee Bcstg. Co., Centre, Ala. Action Dec. 9.

Scheduled prehearing conference for Dec. 30 in proceeding on am applications of Northwest Bcstrs. Inc., Bellevue, and Rev. Haldane James Duff, Seattle, both Washington. Action Dec. 8.

Continued on page 90

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RADIO

Help Wanted

Management

New independent in suburban area, major metropolitan market upstate New York seeks sales manager looking for solid future. Salary, commission and override arrangement. Give all details first letter, we'll do same. Box 973G, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Midwest independent station interviewing for successful salesman seeking bigger potential with management ambitions. Send full story in first letter. Box 917G, BROADCASTING.

Oklahoma-medium market kilowatt needs aggressive commercial manager. Top money and future for right man. Box 969G, BROADCASTING.

Florida station, large market, needs aggressive salesman. Send full details with photo. Box 977G, BROADCASTING.

California radio station needs man for selling and servicing accounts. Send full information to P. O. Box 167, San Jose, Calif.

Wanted: Experienced salesman. Must be idea man with announcing experience. Above average commissions. Car necessary. No floaters. Contact Manager, KCHE, Cherokee, Iowa.

California, KCHJ, Delano. Serves 1,300,000. **Increasing sales staff.**

Sales manager with production savvy who wants to advance! If you're aged 30 to 45, have several years well-rounded radio experience, proven sales record and know-how in production spots, this 1000 watt independent offers liberal salary plus over-ride, car allowance, bonus, many fringe benefits. Excellent opportunity for competent man to advance in rapidly expanding organization. Personal interview required. List age, education, marital status, detailed experience in letter to WKAN, Kankakee, Illinois.

Hawaii calls! Experienced radio salesman. Must be creative, reliable, and sales management caliber. Manager will be available for personal interview December 22nd through 31st. Write full details care of McGavren-Quinn Corporation, 1741 Ivar, Hollywood 28, California.

Announcers

Wanted: For a Piedmont, North Carolina daytimer a man who likes getting up in the morning; has a sincere interest in country music but who can also handle other shows. Experience not important, but willingness to work is. Send tape, photograph, and resume to Box 895G, BROADCASTING.

We have an opening in a Piedmont, North Carolina daytime station for a permanent staff announcer with an eye on advancement into news and production. Prefer someone who is willing to work and learn to someone who already knows it all. If interested, send photograph, resume and tape to Box 896G, BROADCASTING.

Top station in medium sized midwestern market has excellent opportunity for announcer-salesman. Send full details in first letter. Box 918G, BROADCASTING.

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Washington, D. C. Modern format, top 40. Unusual deejay, good news, future. Box 929G, BROADCASTING.

Morning man for Boston. Fast bright, quick humor, tight prod., understand modern radio. Tape, resume to Box 930G, BROADCASTING.

Radio announcer, experienced, fast pace, news and music operation. Box 960G, BROADCASTING.

Combo man, accent on announcing for Florida full timer. Must have 1st class ticket. Position open immediately. Please reply stating starting salary expected. Box 963G, BROADCASTING.

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Florida station needs good first phone combo man. Tell all. Must be good sweet music deejay. Box 976G, BROADCASTING.

Top morning man for independent in major southeastern market. Proof of successful record, recent photo and references first letter. Will request tape if interested. $600 month to start. Right man can soon earn much more. Box 987G, BROADCASTING.

Expansion allows immediate spot radio-tv announcer at one of industry's top stations. Versatility, stability, three years minimum experience required in exchange for good job with ample opportunity and solid employee benefits. Send variety tape, picture, resume, salary desired. P. O. Box 796, Omaha, Nebraska.

Morning personality man with first phone ticket, news background. $450 starting salary to qualified person. Box 1405, Great Falls, Montana.

Experienced morning man needed now. Send tape and details. Box 2038, Lakeland, Florida.

Need 3 sharp, fast combo men with first ticket. Send tape and tell all resume to Ed Jansen, KASK, Box 593, Ontario, California.

Announcer-engineer. First phone. Good announcer shift. Complete charge Gates equipment. Established daytimer in good, growing community. Congenial staff. Send details, tape. KOFO, Ottawa, Kansas.

Unusual opportunity. Salesman-announcer. Must know and like good music. KRIC, Box 870, Beaumont, Texas.

Florida station needs immediately sports announcer-disc jockey. Mail tape, photo, resume to WCNH, Quincy, Florida.

Wanted, combination announcer-engineer to assume chief engineer's duties immediately. Experienced only need apply. Contact Clay Cline, WDBM, Statesville, N.C. Telephone TRiangle 2-2455.

Wanted: Experienced staff announcers—radio-television. Send full details and photo. WDXI, Jackson, Tennessee.

Wanted: Announcer with first phone, no maintenance $5,000 for first year, 40-hour week. Paid hospitalization—paid life insurance—paid vacation. Call the manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

We are in need of program director-announcer, if you are 25 years old or older and can get along with people, and have a desire to use your ideas to make our station sound good, we are interested in you. You must be honest, sober, and sincere in your thoughts, if you are, please contact manager of WFSC, Franklin, North Carolina.

Florida. Immediate opening for experienced dj personality on good music station. Air mail tape and complete information to WHIY, Fort Gatlin Hotel Bldg., Orlando, Florida.

Glib deejay with first ticket needed for top rated 10 kw in booming Florida market. Enthusiasm for modern sound top requisite. Great opportunity with expanding chain. No drifters. Rush tape, resume to Bill Clark, WHOO, Orlando, Florida.

RADIO

Help Wanted—(Cont'd)

Announcers

Suburban New York for the experienced news man—announcer who wants to get into big time radio. Here's your opportunity to be heard by New York broadcast executives who live in our area. Write or call WHTG, Asbury Park, N. J.

Needed immediately first phone announcer. 5000 watt independent. Send tape and resume to WLIK, Newport, Tennessee.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

Reporter-newscaster to handle entire local news department at WSLB, Ogdensburg, N. Y. Please do not apply unless you have previous experience. Write for interview to George W. Bingham, P. O. Box 889, Poughkeepsie, N. Y.

A rapidly growing group of California radio stations offers opportunity for ambitious personality dj's in a fast-moving music-news operation. Current openings in Southern California's most popular resort area. Send tape and outline of experience to Imperial Broadcasting System, 3401 Russell St., Riverside, California.

Experienced newsman, Hawaii's top radio station. Manager available for personal interview December 22nd through January 1st. Write full details McGavren-Quinn, 1741 Ivar, Los Angeles 28.

Technical

Chief engineer-announcer wanted immediately for Shenandoah Valley, Virginia independent. Top pay for qualified engineer to handle Collins transmitter and Rust remote equipment. Minimum announcing duties with farm appeal desired. Personal interview required. Box 983G, BROADCASTING.

Engineer, 1st phone, control room, maintenance, immediate, permanent, Lutheran church-owned, non-commercial, religious, educational station. Reply fully, stating experience, salary requirements to Manager, KFUO, St. Louis 5, Missouri.

Engineer-announcer. First phone. Daytimer. Gates equipment. Maintenance and announcing. Good shift. Congenial staff. Good town. Send details and tape. KOFO, Ottawa, Kansas.

Chief engineer, good pay, good working conditions. WKEY, Covington, Virginia.

WQIK Jacksonville's country music station, needs chief engineer who can also do an uptown country music dj show. No floaters—no drifters. Send tape, resume and starting salary to Marshall Rowland, WQIK, Jacksonville 6, Florida.

Immediate opening for engineer with first phone ticket, no announcing. Good pay, excellent medical hospital pension plans. Contact Richard Sommerville, General Manager, WTTH, Port Huron, Michigan.

Delaware. Transmitter engineer with 1st ticket for WAMS, Wilmington. Chance for advancement in 8-station radio-tv chain. No announcing required. Contact Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Delaware.

Production-Programming, Others

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Needed: Top program director to program full time 250 watt station in medium size mid-west market. Must be good morning man, willing to spend up to 4 hours on air. An all-around radio man will have permanent position in wonderful family town. Send tape, date willing to start and complete references to Box 959G, BROADCASTING.

Wanted — by established organization that is rapidly expanding—copywriter—experienced in copywriting and traffic. Salary is open and commensurate with experience, either male or female. Please send full particulars at once. Box 975G, BROADCASTING.

For teaching position in major midwestern university, competent producer-director with broad commercial station experience; MA requirement, additional graduate work desirable. Better-than-average opportunity for right man. Send details, photograph. Box 981G, BROADCASTING.

Accident claimed producer-announcer. Need stable experienced deep voice replacement to join young, aggressive staff. Station voted first in Idaho. Prefer someone from northwest. Salary unlimited. If you meet above qualifications, air mail tape KOZE, Lewiston.

KTIX Radio, Seattle, interested in hiring two: Production-copywriter with first class ticket plus experienced salesman. Possible sales management. Station format is to adults with popular albums. Send resume immediately to H. B. LaRue, KTIX, Seattle 2.

RADIO

Situations Wanted

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. Chet Thomas, Vice President of KXOK, St. Louis, Mo. said, "Immensely pleased with news service. Congratulations on an excellent job." Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Tailored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news throughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.

Management

Sales manager-general manager. 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 855G, BROADCASTING.

Attention Miami, Florida area radio and television stations. Am young, intelligent, hard working general manager eastern radio independent. One of top ten markets. Thorough knowledge all phases station operation. 12 years radio-tv. Age 35. College grad. Desire sales or management position with Miami area station. Pay contingent on results. Write Box 932G, BROADCASTING.

Young, experienced manager desires growing company, challenge and opportunity. Box 957G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Take me to your leader! I have the only new, successful, independent station management formula developed past ten years. 22 years experience. Box 978G, BROADCASTING.

Manager, sales manager. Excellent radio background, good record sales. Resume. Box 982G, BROADCASTING.

Broadcast executive available due to station sale. Extremely able, capable with 20 years experience, including sales manager, general manager in radio and television, medium and metropolitan markets. Top references, married, college graduate, age 42. Willing to relocate and invest. Replies confidential. Resume available. Box 986G, BROADCASTING.

Excellent management and sales record. First phone. Ten years experience. Box 997G, BROADCASTING.

Experienced in successful music-news stations formulated and hour-sound (Storz type) desires permanent connections with opportunity for growth. Have always had the #1 station in the market; they weren't when I started, they were when I departed. Call, wire W. N. Schnepp, 3312 Normandy Rd., St. Joseph, Missouri.

Sales

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 850G, BROADCASTING.

Top salesman play-by-play, remotes, first phone. Good announcer. Box 996G, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Professional experience includes network production. M. A. degree from leading university. First ticket. Happily married. 30. Friendly, commercially-minded, and creative. Ready to settle permanently with healthy organization. Box 730G, BROADCASTING.

As advertised! One announcer, voice swell for all sell, vet, single, fully trained. Box 831G, BROADCASTING.

Negro deejay, fast patter, smooth production, handle controls, references, tape. Box 844G, BROADCASTING.

Girl-dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Eager, capable-production, publicity, promotions. Box 845G, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks, cooperative, reliable. Box 846G, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy. Box 847G, BROADCASTING.

Women's programs - announcer-writer-director. Good general background. Cooperative. Versatile. Box 849G, BROADCASTING.

Negro dj. Good training, background. Operate board. Sales and programming. Box 883G, BROADCASTING.

9 months experience. 21, 4-F, some college, strong on news. Available in January. Box 892G, BROADCASTING.

One of the best heads west! Syracuse, New York mid-day dj with first ticket and family in San Diego area January 5. Desire permanent coast radio position. Seven years tops in town with music of past, present, future presentation. The delight of management, sponsors, listeners. Age 27. Eye to future. Box 903G, BROADCASTING.

Announcer, two years experience with first phone license wants weekend position within weekend traveling distance of N.Y.C. residence. Minimum $2.00 hour. Box 923G. BROADCASTING.

Fast paced deejay, authoritative news. On-air salesman. Programming ideas. Showbusiness background. Married, bondable, presently employed. Box 955G, BROADCASTING.

Staff announcer, deep resonant voice, 2 years experience present station. News, hardsell, dj; married; ready for larger market. Box 958G, BROADCASTING.

Negro announcer, dj, pd. Knows every phase of local radio station operation. Programming, promotion, etc. 8 successful years. Seek greater responsibility with maximum advancement potential. Box 964G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ play-by-play sports and news. Available January 5. Prefer midwest or Florida, will consider elsewhere. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 949G, BROADCASTING.

Employed mature adult, with 1st ticket and combo experience with full-time directional wishes to re-locate in southwest. Not the best announcer but steady as a rock and willing. Will exchange tape and references for reasonable offer. Box 967G, BROADCASTING.

Seven years, solid references. All phases announcing. Veteran with college. Know standard and formula radio. Finest background. Box 968G, BROADCASTING.

Experienced announcer. Married, excellent references. Progressive stations anywhere. Immediately available. Box 989G, BROADCASTING.

Attention Pa., N.J., Del., announcer, 2 years experience. All phases radio, pleasant voice, 27, married, vet. Box 990G, BROADCASTING.

Versatile promotion-newsman-announcer. Sales time too. Go getter. Box 992G, BROADCASTING.

DJ-net voice, eight years all phases major metropolitan markets: Writing, remotes, hops, production, steady staff, pd and sales. College, family: Bargain basement in all-around man available January 1. Money starts talking at $125 per week. Or will haggle. Box 993G, BROADCASTING.

Available—Combo 1st phone. Wishes to stay in southern market. Call 933XM, Fort Payne, Alabama.

Announcer eight years experience wants work. Southeast call-write Jim Aycock, WRWJ, Selma, Ala. Phone 2-1683.

Four years staff. Dependable. Cal Harvey, North Wilkesboro, North Carolina.

Top flight personality available, call collect, Rip Rogers, NEwton 9-3678. — 54-08 Roosevelt Ave., Woodside, Long Island, New York.

Technical

Engineer with first phone. Experienced. Available now. No announcing. Box 974G, BROADCASTING.

Technical school graduate. Have 1st phone. Desire engineering job-radio or tv. 4 years service experience. Walt Hartmann, Garland, Nebraska.

Young married man with first phone wants to enter broadcasting field. Prefer Pacific coast but will consider any location. Joe Lundy, Oroville, Washington.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Program director, first phone, announcer-family. Can you afford me? Box 821G, BROADCASTING.

Program director-assistant manager. Have ideas to vitalize, add appeal to your sound. Eleven years radio-tv production. Work cheap. Box 926G, BROADCASTING.

Program director large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Married, 2 children. Employed. Available. Box 972G, BROADCASTING.

TELEVISION

Help Wanted

Sales

New local tv programming creates growth opportunity for stable executive type salesman. A little experience and much ability on your part, along with my help and leads to get you started, should result in $8,000 to $10,000 commission per year soon, and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, WJIM-TV, Sales Manager, Lansing, Michigan.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Vacancy for competent and versatile television announcer. Opportunity for experienced man, preferably with potential for directing or other responsibility in production. Southwest location. Tape, snapshot and details to Box 979G, BROADCASTING.

Technical

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador C.A.

Want experienced engineer who is now ready to step into job as chief engineer combination radio and television operation. Reasonable salary for conscientious, hard-working man who wants permanent set-up in good climate. Manager, KSWS-TV, Roswell, New Mexico.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Manager or assistant. Active salesman, family man, college and law degrees, with experience in engineering, news, film buying, programming, and administration. Box 988G, BROADCASTING.

Announcers

Announcer-producer. Tv, film, radio experience. News, sports, commercials, versatile. Box 851G, BROADCASTING.

Technical

Chief engineer, 16 years in broadcasting, 10 years in tv. Constructed two stations. Presently employed by network. New England and east preferred. Box 961G, BROADCASTING.

Chief engineer: Proven ability all phases am, uhf, and vhf construction, operation, maintenance and technical management. Age 37. Available immediately. Box 994G, BROADCASTING.

11 years broadcasting am-tv-fm. Planning, construction, maintenance, and operations. 3 years chief plus 4 years supervisory. Can be available in 30 days. Box 995G, BROADCASTING.

Production-Programming, Others

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 856G, BROADCASTING.

Program director—knows programming, production directing, film buying, 6½ years experience. Excellent record, family man. Box 962G, BROADCASTING.

Producer-director. Family. Presently employed. Capable young man, imaginative, personable and thoroughly experienced all phases production, desires position similar capacity with progressive organization. Excellent references. Box 965G, BROADCASTING.

Production problems? Make good cutting profits? Aggressive, creative 2-man production team can solve them. Eleven years solid experience in telecasting. Can take full charge. Present employers among our best references. From announcing to Zoomars we can "produce the Whirlwind . . . direct the storm." (Apologies to Addison.) Box 980G, BROADCASTING.

Producer-director-creative, capable. B.S. degree. 3 years experience radio, tv writing production, including comedy, variety, musicals, news, sports remotes, public affairs, kids shows. Presently employed 3 station market. Must relocate due to station cutback. 25 years old, single, excellent references. Box 984G, BROADCASTING.

Available immediately—TV producer director, 6 years valuable experience, top 15 nation-wide market. College education—excellent references—ability, character. Call BE 1-9519 or write to 2354 Beechmont, Cincinnati 30, Ohio.

FOR SALE

Stations

Arizona. Quarter-kilowatt $5000.00 down only $29,750.00. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Pacific northwest. Metropolitan suburb fulltimer. Excellent potential. $75,000 with 29% down, balance in 10 years. Exceptional real estate included. Box 875G, BROADCASTING.

Farwest top-rated 24 hour 250 watt independent grossing $70,000, growing market of 90,000. Asking $110,000. $25,000 down. Box 956G, BROADCASTING.

KCHS, Truth-or-Consequences, New Mexico being offered this week for $50,000. (But why buy it this week when the price will be lower next week—and still lower the week after that?) Box 351, Truth-or-Consequences, New Mexico.

Gulf state metropolitan market station, $250,000, terms; medium market station, $125,000, $35,000 down payment. Chapman Company 1182 West Peachtree, Atlanta.

Florida station, 1 kw daytime in medium market. Must sell because of other Florida interests. Price $80,000.00 with excellent terms. Write Owner, P.O. Box 5648, Jacksonville, Florida.

Northeast monopoly market stations (2), $65,000; $100,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

California. Southern-market kilowatt $150,000.00. Terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

What radio or tv do you want to buy? Let's talk turkey. Lee Hollingsworth, Lic. Bkr., IV 1-8482, 514 Hempstead Ave., West Hempstead, N.Y.

Florida medium market stations (5), prices ranging $83,000 to $500,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Midwest metropolitan market, $1,000,000; terms. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

FM transmitters: 250w GE, 250w RCA, HP fm monitor, GE 4-Bay fm antenna, Magnecord PT6-J&A, Magnecord 814, 3 Locke base insulators #25100. Box 221, Lebanon, Tennessee.

Three 235 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. First class condition. $10,000. Ready for shipment in January. Write KCBQ, San Diego, California.

AM transmitter Western Electric 250 watt type 451A-1 complete with crystals, operating tubes and spares. Also included antenna turning unit with remote meters, packaged price $1200.00. WFKY, Frankfort, Ky.

Several second-hand galvanized Stainless, Inc. AM Towers Ace High Tower. Box 55, Greenville, North Carolina.

Television monitors. We manufacture the most widely accepted monitors in broadcast and **industrial applications.** Delivered under several **trade names.** Tilted front, plug-in construction. **8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.**

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. **Box 732G, BROADCASTING.**

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. **Reasonable** down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

What have you for $20,000 down? Strict confidence. Ready to move immediately. Box 971G, BROADCASTING.

Equipment

Western Electric consoles model 23, turntables, microphones and what have you. Box 736G, BROADCASTING.

Wanted: GE BA-5A limiting amplifier, any condition cash. KKEY, Vancouver, Washington.

500-watt transmitter in operating condition with complete set tubes. Wire type and price to Joe Brandt, KRUX, Sahara Hotel, Phoenix.

Wanted Magnecorder PT6-AH, and PT6-R, in repairable condition. Portable equipment considered. Send price and condition to: Chief Engineer, KSAL, Salina, Kansas.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

4 SALES EXECUTIVES WANTED

Mountain States - Mid-West

New England - S. East

The men we want are 30-40, willing to travel 5 days weekly. Must have managerial experience, complete overall working knowledge of radio operation, local regional, metropolitan. Able to make big-city agency presentations and sell a gas station attendant under a grease-rack.

Our guys make a good appearance, "look money", drive a good car. They must be forceful and dramatic, able to address large groups of people authoritatively.

The job is fascinating, exciting, profitable; nerve-wracking and tiring (so our men say—but they love it!).

Not a "crew deal" or "fast-buck" operation, we have some of the nation's top stations. Solidity is a must for our man. He'll be joining one of the fastest growing companies in the industry with a five year proven record.

If you're looking for a job with incentive, direct commissions with over 75% renewals yearly, where a goal of $25,000 can be reached within two years without "gambling on the future"—we'd like to hear from you. Complete resume, present income, pix, the works—we'll be in touch, arrange personal interview. Our staff knows of this ad. These are newly created posts, part of our program giving our clients more, better, closer supervision and service. January start. Reply Box 941G, BROADCASTING.

RADIO

Help Wanted

Announcers

D.J. WANTED

We're still looking for disc jockeys with sound ideas to work for the fastest growing chain serving the three largest markets in the midwest. Send photo, tape and resumé to J. Peter Boysen, WLOL, 870 Northwestern Bank Building, Minneapolis, Minnesota. All tapes will be returned.

Production-Programming, Others

Live "*SPARKPLUG" as commercial program and operations manager. Good salary and incentive. All benefits. Big radio station—Eastern Canada. Proven past performance a must. Bilingual (French-English) preferred.

"We'll buy a *SPARKER for programs and a *PLUGGER for work."

Box 966G, BROADCASTING

RADIO

Situations Wanted

DOCTOR OF STATIONS:

Here's how I guarantee results: On 90-day agreement I come in, work with every phase of radio and TV, finding the holes and weaknesses, confidentially showing you the dead wood, lost motion and how revenue is being lost or not made. If I fail, you lose salary; if I succeed, you pay percentage of increases I produce. Write Doctor of Stations, Box 985G, BROADCASTING.

TELEVISION

Situations Wanted

Announcers

TV PERSONALITY

Personal interview only. 10 years top stations. Currently employed. Box 991G, BROADCASTING

TV PRODUCTION SUPERVISOR for over 10 years with New England's first station. Outstanding ability producing, directing, creative techniques from idea inception to finished product. Have handled network feeds; local studio, remote, film and video tape. Diversified background, art, stage, acting. Prefer television station or ad agency southern New England. Other areas if salary right. Married, family, age 40. Resume on request. P.O. Box 72, West Medford 56, Mass.

FOR THE RECORD *Continued from page 86*

By Hearing Examiner Horace Stern on Dec. 8

Granted petition by Public Service Television Inc., Miami, Fla., to correct transcript of oral argument in tv ch. 10, Miami, Fla., proceeding.

By Hearing Examiner H. Gifford Irion on Dec. 5

Continued hearing to Jan. 30, 1959 in proceeding on fm applications of Frank James, Redwood City, and San Mateo Bcstg. Co., San Mateo, both California.

By Hearing Examiner J. D. Bond on Dec. 5

Granted petition by Broadcast Bureau for extension of time to Dec. 15 to file proposed findings of fact and conclusions of law in tv ch. 13, Hampton-Norfolk, Va., proceeding.

By Hearing Examiner Thomas H. Donahue on Dec. 5

Closed record in proceeding on am applications of Pan American Radio Corp., Tucson, Ariz., and Vernon G. Ludwig, Benson, Ariz.

By Chief Hearing Examiner James D. Cunningham on Dec. 3

Granted petition by Greenwood Bcstg. Co. (WABG), Greenwood, Miss., for leave to intervene in proceeding on am applications of Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., and The Firmin Co., Vincennes, Ind., and petitioner allowed participation with reference to issue of whether proposed operation of Hirsch would cause objectionable interference to radio station WABG.

By Hearing Examiner Isadore A. Honig on Dec. 4

Granted petition by Blue Island Community Bcstg. Co., Blue Island, Ill., for continuance of hearing from Dec. 16 to Jan. 20, 1959, in proceeding on its fm application, and continued from Dec. 8 to Jan. 12, 1959, date for exchange of exhibits among the parties, with copies to be supplied to Hearing Examiner.

By Hearing Examiner Forest L. McClenning on dates shown

Granted petition by Broadcast Bureau for extension of time from Dec. 1 to Dec. 11 for filing proposed findings of fact and conclusions in proceeding on fm application of South Bay Bcstg. Co. (KAPP), Redondo Beach, Calif. Action Dec. 2; granted petition to correct transcript of hearing, filed by CBS Radio. Action Dec. 3.

Granted petition by Cookeville Bcstg. Co., Cookeville, Tenn., for leave to amend its am application to specify facilities 1550 kc, 250 w, D, in lieu of facilities 1350 kc, 1 kw, D, and application as amended is removed from hearing docket and returned to processing line; retained in hearing status application of Carthage Bcstg. Co., Carthage, Tenn. Action Dec. 3.

By Hearing Examiner Elizabeth C. Smith on Dec. 3

Upon request of Ralph Luke Walton, Indianapolis, Ind., continued without date prehearing conference scheduled for Dec. 5 and hearing for Dec. 17 in proceeding on am application of Mr. Walton, pending action on request for leave to amend application and remove from hearing status.

By Hearing Examiner Thomas H. Donahue on Dec. 3

Granted petition by Gulf Coast Bcstg. Co., Sarasota, Fla., for leave to amend its am application to specify 1280 kc, 1000w, D, in lieu of 1320 kc, 500 w, D, and removed application from hearing.

By Hearing Examiner H. Gifford Irion on Dec. 3

Scheduled further hearing for Dec. 10 at 3 p.m. on am applications of Fox Valley Bcstg. Co., Geneva, Ill., et al.

By Chief Hearing Examiner James D. Cunningham on Nov. 28

Scheduled for hearing on the dates shown following proceedings: am application of Fayetteville Bcstg. Co. (KHOG), Fayetteville, Ark., on Feb. 3; am applications of Los Banos Bcstg. Co. Los Banos, Calif., Southern General Bcstg. Co. (WTRO), Dyersburg, Tenn., and applications of Dale W. Flewelling and KROY Inc., for fm facilities in Sacramento, Calif. on Feb. 9.

By Hearing Examiner Jay A. Kyle on Dec. 2

Ordered that Electronic Music Co. is held in default for failure to prosecute its application and record is closed in proceeding on its application and that of WSBC Bcstg. Co., both for fm facilities in Chicago, Ill.

By Commissioner Rosel H. Hyde on Dec. 2

Granted petition by Eastern States Bcstg Co., Hamden, Conn., for extension of time to Dec. 17 to seek review of adverse rulings of Hearing Examiner in proceeding on its am application, et al.

By Chief Hearing Examiner James D. Cunningham on Dec. 2

Granted petitions by Plains Television Corp. and Prairie Television Co., for leave to intervene in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license, and Livesay Bcstg. Co., for cp for new tv stations to operate on ch. 10 in Terre Haute, with reference to Livesay's proposal, and dismissed Livesay's motion to defer action on the petitions in question.

By Hearing Examiner Millard F. French on Dec. 3

On own motion, cancelled prehearing conference presently scheduled for Dec. 3 on am application of South County Bcstg. Co., Wickford, R.I.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 5

WTOL-TV Toledo, Ohio—Granted mod. of cp to change studio location; redescribe trans. location (no change in site), and make changes in ant. system and equipment.

WBAI (FM) New York, N.Y.—Remote control permitted.

KFMU (FM) Los Angeles, Calif.—Granted request to cancel cp for aux. trans.

KTWR (FM) Tacoma, Wash.—Granted extension of authority to remain silent for additional period of 60 days to 2-1-59 pending application for mod. of station license.

KASK-FM Ontario, Calif.—Granted extension of authority to remain silent for period ending 1-31-59.

KASK-FM Ontario, Calif.—Granted extension of completion date to 1-31-59.

WIS-TV Columbia, S.C.—Granted extension of completion date to 3-4-59.

Actions of December 4

KMUZ (FM) Santa Barbara, Calif.—Granted assignment of cp to **William H. Buckley** d/b under same name.

Actions of December 3

KDEC Decorah, Iowa—Granted acquisition of negative control by each **Verne Koenig** and **Kenneth L. Bjerke** through purchase of stock from **Frank R. Miller** by Scenic Bcstg. Co.

KLER Orofino, Idaho—Granted license for am station.

KPFM (FM) Portland, Ore.—Granted license for increased ERP to 33 kw and change type trans.; ant. 929 ft.

KWHI Brenham, Tex.—Granted license covering installation of new trans.

WABY Albany, N.Y.—Granted license to replace expired cp to install presently licensed main trans. as aux. trans. at present main trans. site.

KRBA Lufkin, Tex.—Granted license covering installation of new trans.

WMIN St. Paul, Minn.—Granted license covering installation of new trans.

WSTN St. Augustine, Fla.—Granted license covering changes in transmitting equipment.

WWJB Brooksville, Fla.—Granted license covering installation of new trans. and change studio location; remote control permitted.

KAFE Oakland, Calif.—Granted mod. of license to change studio location and remote control point.

WBEN-FM Buffalo, N.Y.—Granted cp to change ERP to 33 kw; install new type ant.; and change ant. height to 1350 ft. for aux. trans.

KCFM (FM) St. Louis, Mo.—Granted cp to change ERP to 60 kw; change trans. and studio locations; change ant. system; and install new ant. and trans.; ant. 450 ft.; condition.

WHBF-TV Rock Island, Ill.—Granted cp to use old main trans. and ant. as aux. trans. and ant.

WGHJ-FM Lawrence, Mass.—Granted mod. of cp to change ERP to 1.35 kw; ant. height to 210 ft.; trans. location; type ant.; ant. system and type trans.; remote control permitted; condition.

WLST Escanaba, Mich.—Granted mod. of cp to change type trans.

KNDC Hettinger, N.D.—Granted authority to sign-off at 7 p.m. for period beginning Dec. 8 and ending 1-30-59.

KLUK Evanston, Wyo.—Granted authority to operate specified hours of 6:30 a.m. to 6:30 p.m. except for special events for period beginning Dec. 1 and ending 2-26-59.

WGEZ Beloit, Wis.—Granted change of remote control authority.

KNPT Newport, Ore.—Granted extension of completion date to 5-27-59.

KHOF (FM) Los Angeles, Calif.—Granted ex-

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Washington 7, D. C.

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PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

tension of completion date to 1-31-59.

Actions of December 2

WAGY Forest City, N.C.—Granted license for am station.

KBIZ Ottumwa, Iowa—Granted license covering change of ant.-trans.; studio and remote control location and changes in ground system.

WPFB Middletown, Ohio—Granted license covering installation of new trans.

WSGN Birmingham, Ala.—Granted license covering installation of new trans. as aux. trans. at present main trans. site.

WROV Roanoke, Va.—Granted license covering installation of new trans. (main).

Actions of December 1

KMBC Kansas City, Mo.—Granted license covering installation of new main trans.; and install different type aux. trans. at main trans. site.

KTVO (TV) Kirksville, Mo.—Granted mod. of license to change name of KTVO Television Inc.

KMCD Fairfield, Iowa—Granted cp to install new trans.

KACC-FM Abilene, Tex.—Granted request to cancel license for noncommercial educational fm station; call letters deleted.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

560 kc

XESV San Cristobal las Casas, Chiapas—500 w, ND U. Class III-B. 10-22-58. Change in call letters from XEUG.

600 kc

XEKZ Tehuantepec, Oaxaca—500 w D, 100 w N U. Class IV. 10-22-58. Change in call letters from XEDS.

980 kc

XELC La Piedad, Michoacan—5 kw D, 0.2 kw N U. Class IV. Commenced operation on 8-26-57.

1110 kc

XEWR Ciudad Juarez, Chihauhau—500 w, ND D. Class II. 4-22-59. New.

1170 kc

XEOV Orizaba, Veracruz—100 w, ND D. Class II. 4-22-59. New.

1240 kc

XEKC Ensenada, B.C.—100 w, U. Class IV. 4-22-59. Change in call letters from XEHC.

1250 kc

XEUA Iguala, Guerrero—250 w, U. Class IV. 4-22-59. Delete assignment.

1270 kc

XEXC Taxco, Guerrero—250 w D, 100 w N, U. Class IV. 4-22-59. New.

1280 kc

XEKY Huixtla, Chiapas—1000 w D, 100 w N, U. Class IV. 4-22-59. New.

1340 kc

XEDS Colima, Colima—1000 w, D. Class IV. 10-22-58. Change in call letters from XEKZ.

1450 kc

XEDJ Magdalena, Sonora—250 w D, 100 w N, U. Class IV. 1-28-59. Increase in day power.

1590 kc

XEHC Ensenada, Baja California—10 kw D, 1.5 kw N, ND U. Class III. 4-22-59. Change in location from Mexicale, B.C., and call letters from XEKC.

XETE Ciudad Madero, Tanaulipus—1 kw, DA-D D. Class III. 4-22-59. New.

570 kc

XEVX Comalcalco, Tabasco—1 kw, ND D. Class III. 9-10-58. Change in call letters from XECY.

620 kc

XEPT Ciudad Pemex, Tabasco—0.25 kw D, 0.1 kw N, ND U. Class IV. 5-10-59. New.

840 kc

XEEC Tampico, Tamaulipas—0.5 kw, ND D. Class II. 9-10-58. Assignment of call letters.

1110 kc

XEKP Rio Bravo, Tamaulipas—0.25 kw, ND D. Class II. 9-10-58. Change in call letters from XEFL.

1240 kc

XERZ Leon, Guanajuato—1 kw D, 0.25 kw N, ND U. Class IV. 2-10-59. Increase in day power.

1320 kc

XEOJ Ocotlan, Jalisco—0.5 kw D, 0.25 kw N, ND U. Class IV. 5-10-59. New.

XERN Montemorelos, Nuevo Leon—1 kw D, 0.2 kw N, ND U. Class IV. 2-10-59. Increase in power.

XEUI Comitan, Chiapas—1 kw D, 0.5 kw N, ND U. Class III-B. 5-10-59. Change in location from Teapa, Tabasco.

1400 kc

XESB Sta. Barbara, Chihauhau—1 kw D, 0.2 kw N, ND U. Class IV. 2-10-59. Correction in operating power.

1460 kc

XEJT Altamira, Tamaulipas—1 kw, ND U. Class III. 5-10-59. Change in location from Tampico, Tamaulipas.

License Renewals

Following stations were granted renewal of license: WBRB Mt. Clemens, Mich.; WHBF (Main & Aux.) Rock Island, Ill.; WAIT Chicago, Ill.; WTVO Rockford, Ill.; WCMY Ottawa, Ill.; WFMT (FM) Chicago, Ill.; WATK Antigo, Wis.; WJPF, Herrin, Ill.; WMFM (SCA) Madison, Wis.; WMAX, Grand Rapids, Mich.

UPCOMING

December

Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.

Dec. 16: NAB, convention committee, **NAB headquarters, Washington.**

Dec. 17: NAB, ad hoc committee on editorializing, **NAB headquarters, Washington.**

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.

Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.

Jan. 17: Oklahoma Broadcasters Assn., winter **meeting, Claremore.**

Jan. 23-25: Advertising Assn. of the West, mid-winter conference, Rickey's Studio Inn, San Jose, Calif.

Jan. 23-25: AWRT, Michigan conference, Detroit.

Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.

Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.

Feb. 8-14: National Advertising Week.

Feb. 17-20: Audio Engineering Society, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.

March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.

March 23-26: IRE, national convention, Waldorf-Astoria Hotel, New York.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.

April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.

April 16-19: Advertising Federation of America, fourth district annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.

April 30-May 3: AWRT national annual convention, Waldorf-Astoria Hotel, New York City.

April 30-May 3: AFA, 4th district, Tides Hotel & Bath Club, St. Petersburg, Fla.

May

May 4-8: Society of Motion Picture and Tv Engineers, 85th semi-annual convention, Fontainebleau Hotel, Miami.

June

June 7-10: AFA, 55th annual convention, Hotel Leamington, Minneapolis.

SAMUEL W. SLOAN, Ass't. Treasurer

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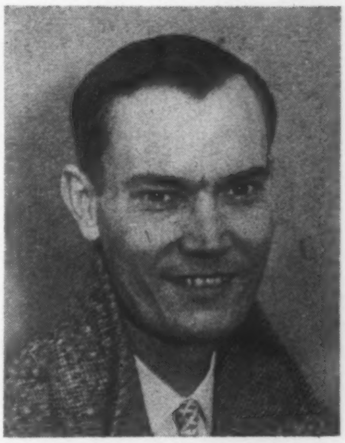

EDWIN J. POWELL, Chief Engineer

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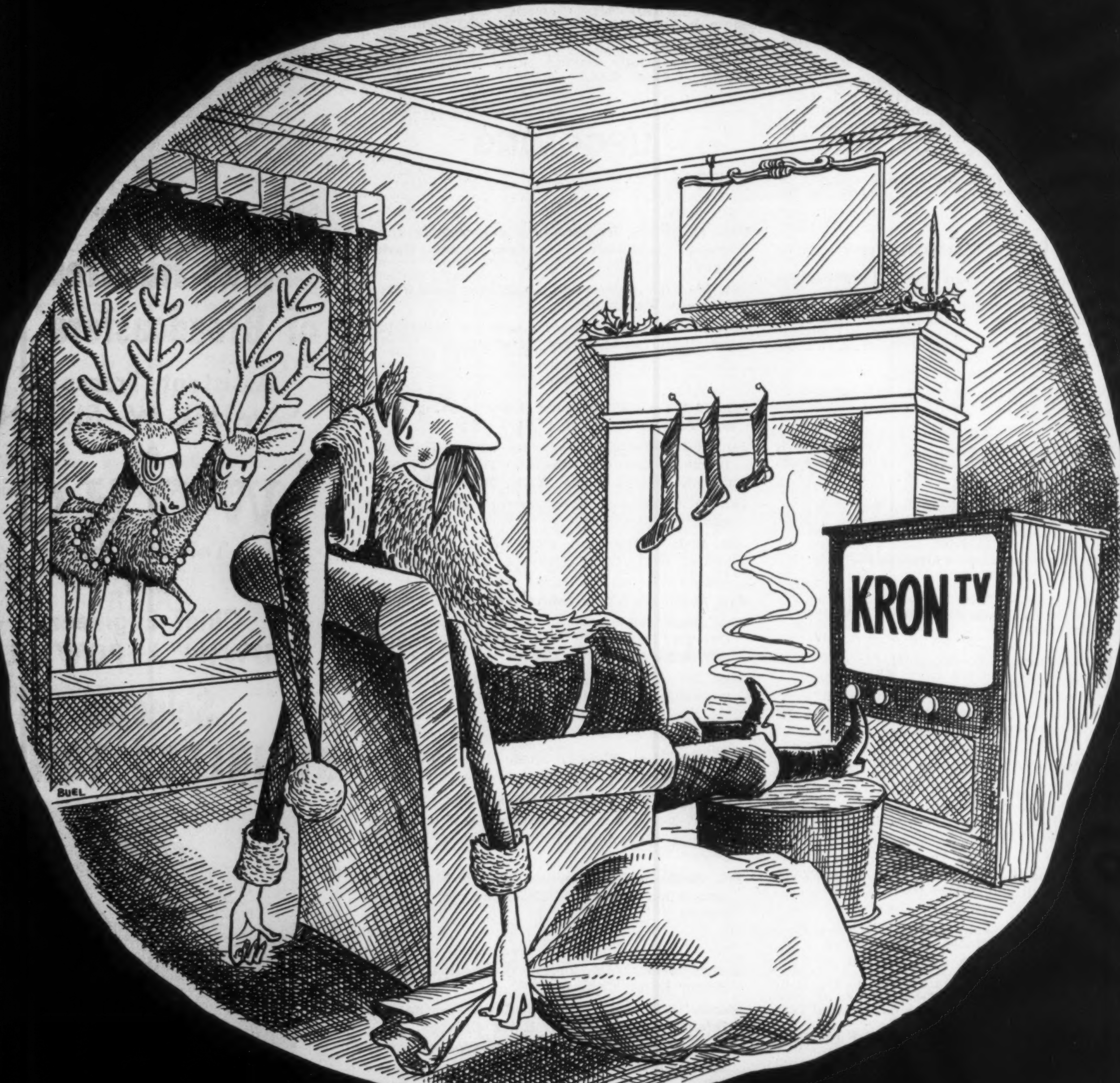


San Franciscans are sold on KRON-TV

October 11-17 ARB
KRON Share of Audience

38.4	9 A.M.-6 P.M. Mon.-Fri.
34.1	7:30-10:30 P.M., Mon.-Sun.
34.2	Sign-on-Sign-off, Mon.-Sun.

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

from **JOE GANS,** *president, Joe Gans & Co., New York*

Fm listener: good game but hard to flush

More interest has been generated on the subject of fm during the past six months than at any other time during the past three or four years. This long-ignored medium may finally be coming into its own. It is not a moment too soon. For I am convinced that 1959 will be fm's year of decision.

In the past four years I have spent more money in fm than any other national buyer. I continually am asked: "How do you go about buying fm?" and "Is it worthwhile?" I can only offer one conclusive answer: I have spent a great deal of money in fm for just one reason. It works.

Too many people say "fm" but really mean "Good Music." There are some fm managers who will argue this point but they are wasting their time. The simple fact is that the expression "Good Music" relates to both am and fm. It is the difference between the station which exclusively programs classical music and that which does not. Therefore, the obvious difference is the programming, not the facility.

Like most timebuyers I originally came to the conclusion that it was virtually impossible to buy Good Music stations. This was especially true in fm. No matter how many yardsticks you apply, you never arrive at a satisfactory cost-per-thousand. Coverage, in terms of area, is meaningless. The stations' favorite measurement, number of sets in the market, generally is unrealistic.

I was convinced that the Good Music stations had the right kind of audience for the products I was selling, even if I could not find it on paper. The results of the first test schedules were immediate—and astounding. Ten 1-minute announcements on one fm station pulled close to 2,000 postcards in 10 days. This phenomenal success was duplicated in various degrees on the other test stations. As things turned out, the campaign was not to be an isolated success story. During the past four years I have used Good Music stations, both am and fm, for a wide variety of products and each campaign more than paid its own way. True, a great deal depends upon the product. Equally true, however, the audience is there, even if to this very day we are having a tough time trying to prove it.

The only possible way to measure the size and depth of that audience is by making a qualitative survey of its potential size and characteristics.

A very substantial percentage of people who listen to Good Music stations simply cannot be reached by an advertising message in any other way. The degree of selectivity among Good Music people is very high. On the whole they do very little dial twisting. Many subscribe to the station's program guide. These range in cost from $1 up to $4 per year. The total number of program guides sold nationally is unbelievably high. When these people tune in, they listen attentively because they chose to listen.

This, then, is the kind of audience you buy when you buy fm. It is a well-informed, highly educated audience, a highly selective audience, and one whose income to a very large extent is higher than average. It is, in short, a quality audience—and it is a large audience—even if it cannot be found on a slide rule.

The problem boils down to this: How can the fm stations prove they have an audience? Over-simplified, my answer would be: Give them something to sell. If the product matches their specialized audience, you will soon have all the proof you need.

Up to now fm has been just too difficult to buy. There is no steady flow of information—no handy point of reference that reveals availabilities and programming—no day-to-day contact that has become such an important part of today's timebuying. With the exception of Good Music Broadcasters Inc., there is no large organization set up to discuss Good Music am and fm stations on a nation-wide basis, and GMB represents only a handful of stations. Once you get beyond those, you have to dig up every bit of information you need the hard way.

However, despite some obvious faults, fm has been growing at a phenomenal rate. More stations are on the air. Probably 100 more will be operating within the next 18 months. Locally the picture is rosy. Bigger audiences, more revenue. More stations are enjoying their biggest year. This first blush of prosperity, however, will do more harm than good if fm fails to take advantage of its hard won gains.

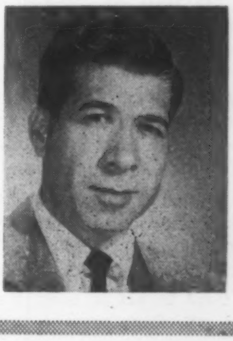
That is why 1959 will be fm's year of decision—the year when it must go all out to gain recognition as a national advertising medium, or suffer the consequences of its shortsightedness. Even now new surveys and reports are popping up to indicate that stereo will soon by-pass fm. I, for one, doubt very strongly that it will. But the surveys cause comments, and the comments cause confusion, and confusion generally ends in apathy to the whole subject.

If that is not enough, we now also have the unhappy situation of several sources discussing the possibility of forming a nation-wide fm network. Why? If at the present time the stations are finding it difficult to prove to anyone's complete satisfaction that they have a local audience, how are they ever going to justify a national one? In my opinion, a national fm network is not feasible.

If my four happy but harrowing years as a timebuyer and a consultant with fm stations and advertisers mean anything, I would strongly suggest that the station owners play out the cards they now hold. Build a strong station in the market. Program it effectively. Constantly improve it.

To potential advertisers I can only recommend a re-evaluation of attitudes. While fm may be more difficult to buy, it is in my opinion definitely worth the effort. Forget about cost-per-thousand for the present. Judge the medium only by its ability to sell your product. That, in the final analysis, is the only real test. Get all the advice and guidance you can from the stations and take advantage of their specialized format. The audience is there, but it is up to you to make it a responsive one.

Joe Gans, b. Sept. 20, 1918, New York City. A former free-lance writer and timebuyer, Mr. Gans pioneered the concept of radio-tv "response advertising" on fm [ADVERTISERS & AGENCIES, *June 30*]. *Was radio-tv vice president at Thwing & Altman and Maxwell B. Sackheim agencies, both N.Y. This year formed his own agency, placing 100% of its U.S. and Canadian billing in broadcast media. Married to the former Dorothy Sherr. They are parents of two children, age 9 and 7. The Ganses reside in Springfield, N. J.*



Programming for the Public

As any reader of newspapers or magazines knows, television programming is being unmercifully drubbed.

To read recent pieces in *Fortune, Newsweek, Reader's Digest* and more newspapers than we can name is to believe that there is nothing on television but mayhem and mediocrity.

There will be more pieces of that kind, and lest the magazines and newspapers run out of material a U.S. Senate committee is preparing to manufacture more. Next month (the exact date hasn't been set) the Senate Commerce Committee will hold hearings in New York on the effect of television rating services.

You can bet that there will be testimony that ratings aren't true measurements of the audience, that the popular programs, as indicated by ratings, aren't really attracting audiences as big as the researchers say, that television's use of ratings leads to imitativeness and hence shallowness in programming.

What has been happening in the magazine and newspaper pieces on tv programming and what we fear will happen during the Senate hearings next month is that persons of higher than average tastes are applying their personal judgments to their analyses of tv programming. They assume that because they personally may not find every television program rewarding the experience is universal. By every statistical method in use, this assumption is inaccurate.

There is no evidence whatever to suggest that the mass of the people are turning off their television sets. The total audience is increasing, and the time the audience spends with television remains at an astonishing peak.

Mass media must attract the mass or go out of business. To be sure, their responsibility does not end with the collection of a large audience. They must also provide a reasonable amount of fare for the minorities and, in realistic degree, endeavor to assist in the general cultural development of the public. In its short history television has been more successful at this complex job than any other medium.

There is no denying that it could do more—particularly in the field of serious journalism. But that is not to say that it has not already done much—so much more than its critics give it credit for.

Golden Opportunity

TIME was when broadcasters would man the turrets at the drop of a bureaucratic phrase threatening to impinge upon their right to program as they saw fit. "Censorship," they would loudly proclaim, reacting in the manner of the press, then and now.

But over the years, by default, attrition and legalistic dicta, broadcasters by degrees have accepted program regulation. It has been perpetrated by interpretations of the "public interest, convenience and necessity" clause of the law. Ignored is the clear language of another section of the same law which precludes censorship.

This has come about through acceptance by broadcasters of FCC requirements that stations specify, in their applications for renewal of licenses, the amounts of time devoted to various categories of programming.

Three weeks ago, the FCC issued rulemaking proceedings proposing to modify the renewal forms to make them less onerous in the programming categories. While the proposals admittedly are much better than the existing forms, they nevertheless continue to require data on programming categories and "balance."

Only one member of the Commission—T. A. M. Craven—dissented. He feels the programming requirements are both illegal and impractical. He speaks from experience, not only as a two-time member of the FCC, but also as a former broadcaster who knows the vagaries of programming for audiences in wholly different geographical areas. He regards the FCC's imposition of its programming ideas through the category breakdown as a direct violation of the First Amendment and of the anti-censorship provisions of the Communications Act.

This is not the horseback opinion of a neophyte. It is the studied judgment of an able public servant with vast experience in government and industry. Here an opportunity is presented for an all-out test of the law, if broadcasters will accept the challenge.

The time to act is now. Replies to the FCC's rulemaking are due Jan. 19. Perhaps more time is needed to prepare the broadcasters' case. It is an undertaking not for individual stations but for the NAB and perhaps the Federal Communications Bar Assn.

ART DIRECTORS SHOW
Sid Hix

Drawn for BROADCASTING by Sid Hix

FCC consideration will simply be the start. It will be a long hard pull—perhaps all the way to the Supreme Court. Only that court can clear away the haze and confusion engendered by more than a quarter century of contradictory FCC decisions and court opinions which are in derogation of the First Amendment to the Constitution which guarantees a free press and, by court interpretation, a free radio.

Last Resort

THE break in negotiations for new ASCAP music licenses for radio stations, announced a week ago [LEAD STORY Dec. 8], has to be described as disappointing, especially since it came after only two real sessions between the radio and ASCAP representatives.

If the impasse continues, the issue must surely land in court. In our view, that step is as yet premature.

This is not to say that the All-Industry Radio Music License Committee should have capitulated to ASCAP's demands, which at best seemed to require a one-year extension of present contracts.

The problem—at the moment—is time. It was Dec. 3 when the negotiators agreed to disagree, and the licenses to be renewed will expire on Dec. 31. The stations had to be kept informed on how to protect their rights in case the negotiations were unsuccessful; they had to be given time to ask questions and be answered, and, all this had to be done in time for them to apply to ASCAP for new licenses before Dec. 31.

So a great deal had to be done in a relatively short period. It can be argued that this notification process could proceed without breaking off negotiations. But it should be remembered that ASCAP took the position that lower rates, which were among the committee's objectives, would come only if the court imposed them. In these circumstances, with time short, a schism can appear "hopeless" when it would seem less formidable at a somewhat greater distance from the deadline.

A rate case in court can be immensely expensive and, quite possibly, fail to pay its own way in terms of concessions won by either side.

At this late date it appears that the only course for the stations is to go ahead, before Dec. 31, and apply to ASCAP for new licenses. This automaticaly allows 60 additional days to negotiate new terms. While applicant stations may negotiate individually with ASCAP, we would hope that this 60-day grace period woud be used by the all-industry committee and the society's representatives to resume their discussions in search of a reasonable agreement.

Even if further negotiation should prove as useless as it appeared on Dec. 3, it deserves a try in circumstances less hurried than the last. The court is always there as the last resort, but that is what it should be—the last resort.

SEASON'S BEST

"SPELLBOUND"
starring Ingrid Bergman and Gregory Peck

"THE THIRD MAN"
starring Orson Welles and Joseph Cotten

"CYRANO DE BERGERAC"
starring Jose Ferrer

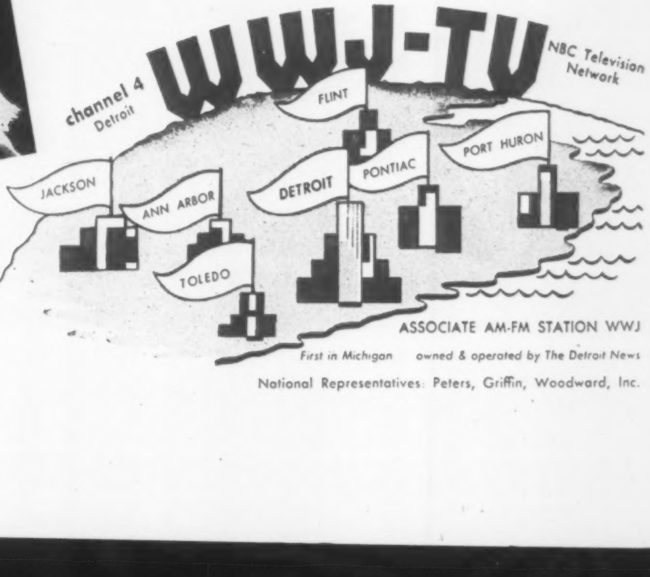
Detroit's first-run favorite

"Premiere Film Parade"

6:00–7:30 P.M. SUNDAYS

Believability, hallmark of WWJ-TV, is at work for you every Sunday evening as Detroit and southeastern Michigan viewers enjoy the great stars and great pictures featured on this salesmaking showcase.

For a happy and prosperous New Year, make reservations now through your PGW Colonel.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